ECHNOLOGY DEPT

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DETROIT

Sparks

This is the plight before Christmas.

* * *

Marketwise the blue chips look "bluer" to many experts.

* * *

Banking blast furnaces at steel mills doesn't bank earnings for workers and firms.

* * *

Anyway, it won't be necessary now for Santa Claus to convert his reindeer into steaks.

* * *

If about 750,000 government workers are fired in 1947, there will still be 1,500,000 civilian employes.

* * *

So far it isn't the heat (or lack of it) but the humility role in which John L. Lewis is trying to cast Uncle Sam.

* * *

A policy of hesitation to add further to inventories is spreading among several lines of business, according to a recent survey.

* * *

In anticipation of a full-scale buyers' market in 1948 at the latest, the nation's business firms are planning to add 5,000,000 salesmen, according to a survey released last week.

* * *

A year ago this month an English jet plane set a record of 605 miles per hour. That's almost as fast as this nation can head for a depression if too many give in to ludicrous flights of fancy in business and politics.

* * *

Pay Day, Too?

Motorists driving home from work account for five times as many traffic arrests as occur when they are driving to their jobs in the morning.

* * *

Pontiac Up

Pontiac moved into sixth place in car registrations during the past week, replacing Nash, which ranked twelfth in the corresponding period in 1941. Pontiac was in fifth place then.

* * *

Battery Separators

Battery thieves are the latest type in the accessory looting field, according to reports from Texas, which estimate that over 600 have been stolen since the shortage became critical. The average amounts to three or four. Hardest hit was the dealership which reported 100 taken from its premises.

Prices Increased On Studebaker, Chrysler Lines

'47 Nash Ambassador To Go Up; '600,' Ford, Packard, K-F Hold

DETROIT. — Chrysler and Studebaker increased prices on their present cars last week, while Nash announced that factory list prices of its Ambassador series will go up $90 effective with introduction of 1947 models.

No price increase is being made for the larger volume Nash 600 series, according to H. C. Doss, vice-president and general sales manager.

This leaves Ford, Packard and Kaiser-Frazer the only auto manufacturers who have not announced price increases since decontrol.

Chrysler Corp. increases ranged from $8 to $104 on its line of Plymouth, Dodge, DeSoto and Chrysler cars.

List prices of Studebaker cars were increased an average of 3½ percent, it was announced by Paul G. Hoffman, president. Increases ranged from $32 to $64. Truck prices were not changed.

New list prices at South Bend are $1,275 for the four-door Champion and $1,270 for the five-passenger coupe. In the Commander series, the four-door sedan is $1,520 and the five-passenger coupe is $1,515.

"We are forced to make this advance," Hoffman said, "because of the constant rise of our manufacturing costs and of our inability to attain large volume production due to material shortages."

Chrysler said that its prices were "being adjusted in conformance with current costs."

"These adjustments," Chrysler asserted, "will vary by body types and will range from increases of $8 for the lowest priced Plymouth four-door sedan to $104 on the more expensive Chrysler New Yorker four-door sedan."

Previously, price increases had been announced by General Motors, Hudson, Willys-Overland and Crosley.

With tax carryback provisions ending this year, some observers point out that prices will be more sensitive to production interruptions which increase costs.

Extended Car Output Loss Seen Result of Coal Tieup

Automotive Newsreel

NATION'S TOP PUBLIC RELATIONS problem brought auto industry heads to Boston last week where auto dealer associations of six N. E. states will make first major effort to combat situation in a series of broadcasts over Yankee Network. Making plans for series are, left to right, Sidney Ayers, vice-president, Massachusetts dealers; Ralph Bonnell, head of dealers radio committee; Harry R. Daniel, radio director, National Automobile Dealers Assn.; Paul Connolly, standing, Yankee's public relations man; Paul Keyes, Yankee producer; George H. Cushing, radio director, Automobile Mfrs. Assn., and James R. Johnson, president of the Connecticut dealers.

JAMES W. REDDING, a veteran who lost both legs in the Ardennes campaign, has been employed by Plymouth to tour the country teaching the disabled vets how to drive with the new Plymouth simplified driving controls. Here he receives good wishes from B. E. Fiechtner (left) and R. C. Somerville (right), assistant general sales manager, field organization, Plymouth. Fiechtner has just been named to supervise Plymouth's new department handling all phases of supplying simplified driving controls.

Costs May Force Prices Higher

Week's Production Cut by Holiday to 67,286 Cars, Trucks

No matter how quickly the coal strike is settled now, the day of full auto production has been considerably delayed by the loss of steel already incurred. While the loss of steel may not close auto plants at once, it will curtail future schedules, especially in the first quarter of 1947.

In addition, it has a bearing on future prices, for tax carryback provisions will end Jan. 1, putting the auto industry on its own and making prices more sensitive to disturbances in the economy.

* * *

By Bernie Thomas
Staff Writer

DETROIT.—Not immediately affected by the coal strike, U. S. car and truck makers during Thanksgiving Day week turned out an estimated 67,286 vehicles after building 92,531 the week before, according to Automotive News tabulations.

Total U. S. output in November amounted to an estimated 354,469 units—257,658 cars and 96,811 trucks, and registered a considerable slump from the postwar record output of 285,562 cars and 109,953 trucks in October.

Last week's abbreviated work period resulted in the assembly of an estimated 48,588 passenger cars in the U. S. According to revised totals, U. S. plants turned out 66,956 cars in the previous week.

With the exception of GM divisions and a few independents, most U. S. plants last week closed down Wednesday night for the rest of the week. Kaiser and Frazer workers, however, worked Friday and Saturday after Thanksgiving to complete a five-day week.

General Motors plants were idle Thursday but production was resumed on Friday.

Meanwhile, the coal tieup last week resulted in one of the

(See OUTPUT, Page 28, Col. 1)

Slash in Auto Output Near Unless Coal Strike Ends

By Mac Gordon
Staff Writer

DETROIT.—Unless the coal strike is called off within the next 10 days, auto makers will institute drastic reductions in production schedules during the third week of December.

That was the revised forecast of new-car and truck manufacturers last week as steel output nosedived by more than 30 percent because of the soft-coal tieup.

With the miners' walkout in its second week, the threat of a railroad freight embargo figured more prominently in assemblers' planning. The cessation of parts shipments brought on by an embargo would compel wholesale automotive shutdowns within 72 hours of the freight stoppage.

Prospects for an armistice in the strike, meanwhile, remained as bleak as they were when John L. Lewis' 400,000 miners quit the bituminous pits Nov. 21.

The legal scrap between the U. S. government and Lewis got underway before Federal Judge T. Alan Goldsborough, of the District of Columbia. Attorneys for Lewis last week denied that the United Mine Workers' president was in contempt of court when he violated the controversial injunction forbidding him from voiding the miners' contract and thereby precipitating the strike.

But most Americans, seeking an avenue for settlement of the paralyzing strike, doubted that it would come from any court decisions.

Even if Lewis and the UMW were found guilty and penalized by Judge Goldsborough, it was pointed out, an appeal to higher courts would stall off the impact of any stiff fine which the lesser tribunal might impose. Such proceedings could drag on for weeks, at a terrific cost to the nation and its economy.

Judge Goldsborough all but declared Friday that he would find Lewis guilty of contempt. The jurist voiced the opinion that violation of the restraining writ consti-

(Continued on Page 29, Col. 1)

More Batteries?

CPA Allows Additional Lead, but Makers See Time Gap

WASHINGTON.—CPA announced last week liberalized allowance of secondary lead for replacement storage batteries, estimating this would permit a 15 percent increase in manufacture of batteries during the last quarter of 1946. This will be an additional 450,000 batteries for passenger cars and trucks.

Actually, however, industry sources say there may be fewer batteries instead of more. The coal strike is threatening all battery production, a freightcar shortage is holding up delivery of lead from Mexico, and even if more lead were available, little time remains this year to convert it into batteries.

Under the new order, lead may be used for replacement batteries up to 86 percent of that used in the third quarter of 1945.

The limitation does not apply to manufacturers who use less than 70 tons per quarter. They are permitted 100 percent of the amount used in the third quarter of 1945.

In addition, the cable covering allowances rose from 20 percent to 22 percent of the 1940 use.

Supplementing the lead increases, War Assets Administration announced last week the immediate disposal of approximately $2,500,000 worth of new and used industrial lead acid storage batteries by regional offices of WAA.

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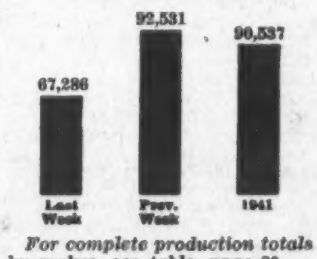
Production

Automotive News Estimates, U. S. Cars, Trucks



For complete production totals by makes, see table, page 28.

Top Cars

New car registrations reported in Automotive News *today:*

1946 Pos.	Make		1941 Pos.
1—	208,880	Ford	525,208— 2
2—	166,955	Chev.	772,434— 1
3—	147,405	Plym.	392,910— 3
4—	98,632	Dodge	183,945— 7
5—	60,708	Buick	266,504— 4
6—	56,647	Pontiac	246,136— 5
7—	55,559	Nash	67,511—12
8—	48,229	Hudson	61,606—13
9—	45,509	Chrysler	125,553— 8
10—	44,230	Olds.	200,338— 6
11—	38,851	De Soto	78,297—10
12—	34,496	Stude.	95,038— 9
13—	34,344	Mercury	69,664—11
14—	20,829	Packard	53,651—14
15—	11,580	Cadillac	50,531—15
16—	5,833	Lincoln	15,434—16
Total All Makes			
1,074,812			3,227,165

For further details, see page 24, today's issue.

Succeeded by Coen at GM . . .

Pierce Named President Of Ford Tractor Firm

DETROIT.—Frank R. Pierce last week announced his resignation as a vice-president of General Motors to become president of Dearborn

Frank R. Pierce

Harry B. Coen

Motors Corp., the newly formed company which will distribute Ford tractors and farm implements. He will be succeeded at GM by Harry B. Coen, according to C. E. Wilson, president.

Ford simultaneously announced that the new corporation would succeed Harry Ferguson, Inc., as distributor for the Ford tractor and a new line of farm implements to be manufactured according to special engineering designs.

Headquarters for the new corporation will be in Dearborn and other officers and members of the executive staff will be announced at an early date, Pierce said in assuming his new position.

Formerly sales manager of the Frigidaire division of General Motors, Pierce left the company in 1939 to go with Nash-Kelvinator, returning in 1943 to become manager of the Detroit office of the General Motors public relations department. He was appointed vice-president in charge of employe cooperation and a member of the organization's general staff in July, 1944.

After World War I, in which he was commissioned a second lieutenant in the field at the age of 17, he worked for a dairy feed company and, in 1921, joined J. J. Pocock, Inc., Philadelphia distributors for Frigidaire and Delco.

In 1932, Pierce joined Frigidaire as manager of household sales, later being elevated to sales manager. He left General Motors in 1939 to become general sales manager of the Kelvinator division of Nash-Kelvinator, and, in 1941, was appointed vice-president in charge of both refrigerator and automobile sales for that company. He was credited with tripling the volume of refrigerator sales while with Nash-Kelvinator.

Harry B. Coen, who has been director of labor relations on the personnel staff, has been placed in charge of the Employe Cooperation staff. The change will be effective Dec. 1.

Coen was born in Columbus, O., in 1888. In 1906, he entered the employ of the Chesapeake and Ohio railroad as locomotive fireman and in 1910 was promoted to engineer. In 1914, he joined Ford in Columbus, later serving as production superintendent of the Ford Columbus plant.

He entered business for himself in 1916 as an automobile dealer and, with the exception of the time spent in government service during the latter part of World War I, continued in this branch of the business until 1929.

Coen disposed of his automobile dealership in 1929 and took a position as general manager of a parts manufacturing plant in Columbus, resigning in 1933 to join Chevrolet at Flint. His first position was as superintendent of the sheet metal division.

In 1939, he came to the GM central office in Detroit as a member of the personnel staff and specialized in labor relations.

SAE Schedules Harriman for Annual Banquet

NEW YORK.—Preliminary program for the annual meeting of the Society of Automotive Engineers Jan. 6-10, in the Book-Cadillac hotel, Detroit, reveals that the nearly 70 technical papers to be presented at more than 30 morning, afternoon and evening discussional sessions cover virtually every broad phase of modern automotive engineering.

SAE General Manager John A. C. Warner announced last week that guest speakers include U. S. Secretary of Commerce W. Averell Harriman; Maj. Gen. L. C. Craigie, chief of the American Air Force Research and Development division; George W. Christopher, president, Packard; Paul G. Hoffman, president, Studebaker, and Reid Railton, designer of racing cars and speedboats.

"Among featured subjects for discussion," said Warner, "are two-way radio communication for commercial motor vehicles, utilization of turbine engines in aircraft, heating and ventilating for automobiles, noise reduction in personal planes, engineering and economic phases of future air transportation, diesel engine research, cold-starting progress, fuel injection, low-cost engines for economy automobiles, wartime lessons in production and preparedness."

Harriman will be guest speaker at the annual dinner in the Masonic Temple Jan. 9. He will discuss industry's responsibilities in the nation's expanding economy. General Craigie will consider engineering and industrial mobilization before the evening session Jan. 7.

U. C. Code Issued In Cleveland

CLEVELAND.—Used car dealers have organized here to outlaw black marketeers by the establishment of a code of ethics with the aid of the Better Business Bureau.

Jack Haber, president of the newly formed Cleveland Used Car Dealers Assn., announced the group's objective is "to create good feeling and trust." To achieve that goal, a code is being written which "will offer the public guarantees on cars sold by our dealers. Those who have complaints will be able to come to the association with them."

THE ABOVE COMMITTEE chairmen of the Assn. of Battery Mfrs. gave their annual reports during the convention of the group in Chicago early in November. From left to right, seated: A. H. Daggett, National; L. B. F. Raycroft, Exide; H. A. Harvey, Auto-Lite; L. A. Doughty, Carlile and Doughty; standing, left to right: R. L. Sommerville, Exide; H. B. Taylor, Eagle-Picher; H. D. Wilson, Auto-Lite; H. H. Frey, Globe-Union; W. E. Blank, Auto-Lite; A. A. Lauria, Sears-Roebuck, and L. L. Drown, United Motor Service.

Packard Confirms Its Plans For New Car in March

DETROIT.—Geo. T. Christopher confirmed last week a report that Packard would introduce a model "new from the tires up" in March, 1947.

However, he said that the coal strike may set the date back somewhat.

Previously, Christopher had revealed that tooling had been completed on new models. At that time he said that they would embody no radical departures, such as rear engines, but admitted that an automatic transmission of Packard's own design was in the "hopeful" stage for next models.

* * *

Packard Developing New Jet Engine

LOS ANGELES.—Geo. T. Christopher, president of Packard, announced at a press conference in Hotel Ambassador last week that Packard, which produced 56,000 Rolls-Royce aircraft engines for five types of fighting planes in World War II, now is developing a "different and more efficient type of turbo jet engine for airplanes and missiles."

He said the new engine is still on the restricted list, but that "I can tell you it has operated successfully in factory tests."

The work is being done under an agreement with the Air Materiel Command in the Packard-operated $10,000,000 developmental facilities at Toledo, O., and $1,000,000 flight testing facilities at Willow Run, Mich., described by Christopher as "the finest in the country, except for a few government installations."

Remaining Bars To Full Output Hit by Mason

DETROIT.—George W. Mason, president of Nash, asserted last week that the auto industry cannot achieve volume production unless it is freed of remaining restrictions.

"The first year of peacetime production has been a difficult one—probably the most difficult in the history of the industry," Mason told the Kiwanis Club. "I won't go into detail about the many barriers to production, such as strikes, import restrictions, price regulations and priority allocation on pig iron and steel."

Mason said that while many of these barriers have been eliminated, others still remain.

"Until they are discarded," he said, "the automobile industry cannot expect to have the quantities of materials essential to volume production."

Mason said volume production would bring back competition "and competition is the most efficient policeman of price and plenty the world has ever known."

He said the production lessons the automotive industry learned during the war "will really bear fruit" in the next decade.

Ford Transfers Bowe to N. Y.

LOS ANGELES.—Nelson F. Bowe, district manager of the Southern California and Arizona

Nelson Bowe

J. P. Roberts

territory for Ford Motor Co., has been promoted to the position of district manager of the New York territory with headquarters in Edgewater, N. J.

Bowe will be replaced in the Southern California and Arizona territory by James P. Roberts, who is being transferred from the St. Louis branch.

McRae Approved

The CPA district office has approved plans for construction of a $10,000 sales and service building for McRae Motors, Decatur, Ala.

32% of Cars Found Defective in Check

WASHINGTON. — The final returns of the 1946 annual police safety check program were released last week. Of 2,718,290 vehicles checked by the police in the United States during this drive, 872,290, or 32.1 percent, had obvious defects affecting safe operation.

A breakdown of the report indicates that defective rear and stop lights accounted for 28.7 percent; faulty front lights, 18.2 percent; inadequate brakes, 13.3 percent; windshield wipers, 8 percent; defective horns, 7.1 percent; unsafe tires, 4.3 percent, and other defects, including obscured or broken glass, bad steering, worn out mufflers, lack of rear-view vision mirror, etc., 20.2 percent.

Oct. Registry Of Cars, Trucks Hits New High

DETROIT.—Both new passenger car and truck registrations for October are running ahead of registrations for the same month in 1941, R. L. Polk & Co. reported last week.

A total of 28,340 new passenger car sales had been registered in October in 18 states for which tabulations have been completed. This compares with 22,473 new passenger cars registered in October, 1941, from the same states.

Indications are that if the registrations hold up, more than 240,000 new passenger cars will be registered for the month when all states are tabulated, Polk said. This would make October the record month of the year in new passenger car sales.

Reports from 20 states on new truck registrations show October totals at 18,149, as compared with 11,067 for the same period and states in 1941. New truck sales, as reflected by registration figures, continue to hold at a record-setting pace.

The year's total is now 429,949 truck units, as compared with 528,675 units for the same states and month in 1941. A theoretical chance exists that new truck registrations may equal 1941 totals, statisticians said.

Rate Increases Held Up in N. Y.

ALBANY, N. Y.—Higher rates recently filed in behalf of more than 500 motor carriers operating in New York state were suspended last week by the State Public Service Commission, which ordered an investigation to determine whether the proposed increases were justified and scheduled a public hearing here Dec. 16.

The proposed rate increases, the commission said, may be the first of many by which the carriers, seeking to offset recent or anticipated wage increases, will attempt to boost rates on certain articles, rather than spread the additional costs over all traffic by a percentage increase.

The commission said the purpose of the Dec. 16 hearing would be to permit the carrier to submit testimony in support of the proposed increases, and at the same time afford shippers and other interested parties an opportunity to express their views. The commission said it would decide after the first hearing whether or not the proposed rates shall be promptly permitted.

Lee Not Making Premium Tires Now

CONSHOHOCKEN, Pa.—The Lee Rubber & Tire Corp. will not manufacture a Premium line of passenger car tires at the present time, according to A. A. Garthwaite, president.

Garthwaite stated that all Lee tires as now made already incorporate the finest compounds and cord fabrics which are permissible for use under CPA rubber orders.

DURING THE RECENT HEAVY snow storm in Denver, Jeeps were used to free cars stranded on city streets, according to Kurland Motors in that city. Dr. Lawson F. Smith, La Veta, Colo., told the dealership that he successfully used a Jeep to travel to make four deliveries at the home of maternity patients after snowshoes had proved useless.

HERB FREEG, AUTOMOTIVE EDITOR, Los Angeles Daily News, accompanies accordian player, and Nelson Bowe, at piano, district manager of the Southern California and Arizona territory for Ford, while Kari Shull, representing Paul Block & Associates; Slim Barnard, automobile editor, Los Angeles Examiner, and Harry Miller, assistant to the president, Los Angeles Times, add their approval. The picture was taken at a party given by Los Angeles newspaper automobile editors as a farewell gesture to Bowe, who is being transferred by Ford to the New York region.—(Photo by Lynn Rogers, auto editor, Los Angeles Times)

Dealers tell me

By John O. Munn

Dealers' or salesmen's comments, questions or requests may be addressed to John O. Munn in care of Automotive News, Detroit, and the writer's name will be kept in confidence if requested.

I WILL be enjoying the Mississippi Automobile Dealers Assn. convention at Jackson, Miss., this week. This occasion reminds me of 30 years ago when conditions in the automobile industry were similar to those existing now. Dealers were pressing manufacturers for cars and more cars.

They were using every method in the book—long distance calls, daily wires and various spectacular stunts. Robinson Bros., of Jackson, were taking Overlands by the trainload.

Ten years ago, when I visited the state, my eyes were opened by being entertained at the largest barbeque I had ever seen before or since. It was located in J. D. Seller's used-car lot. The pit must have been 18 feet long and from three to five feet deep, providing a menu from ham to turkey. Since that time the barbecue craze has covered the nation, but we up north have never equalled the size of the pits or the flavor of the sauce.

On this trip I hope to see my old Mississippi friends and meet new ones.

* * *

Release of Controls Seen as Test

I ENJOYED my visit with Oklahoma dealers at their convention in Oklahoma City Nov. 13 very much. If there is any city in America that shows physical evidence of prosperity such as Tulsa and Oklahoma City, I have not come across it. The current wealth is not only based on war prosperity, which we all experienced, but the production of oil that has continued to pump wealth into the state.

The dealers convened a few days after price controls were eliminated, and consequently this subject was uppermost in the minds of dealers. They were united in their conviction that the release of controls will test our free enterprise system, and that they individually have a responsibility to do everything within their power to hold prices down.

Most of them were convinced, which developments have so far confirmed, that used-car prices on wanted models will remain strong, although the prices on wrecked cars and unwanted models would decline from the government listings. They all realized, however, that the shortage of cars would have more influence on the price than government restrictions.

* * *

Many Dealers Wholesaled Used Cars

A GOOD many new-car dealers, during price control, wholesaled their cars. They pursued this policy because so few used cars were coming into their establishments, and the mechanical departments were so busy, that it hardly paid to set up used-car departments. Even though the customers needed used cars, it was too tempting to sell to an independent used-car dealer and thus avoid the necessity of reconditioning or taking the responsibility of customer complaints.

Many dealers now feel that inasmuch as more new cars are coming off the assembly line they should get back into the used-car business preparatory to the time when they will be forced to handle used cars in larger quantities.

Used-car dealers took me to task for some of the remarks I have made in this column concerning them. There has never been anything detrimental to the interests of these important elements of the trade in this column, although perhaps I have been misunderstood.

* * *

Important Factor In Retailing

To my mind, independent used-car dealers are a very important factor in the retailing of automobiles. First, they have been the only agency that has transported used-car transportation where there was an over-supply to locations where it was needed. Second, they constituted the only market for used cars that needed to be immediately liquidated, either by individual owners or dealers. Third, they served as a constant influence to keep used-car prices down.

Keeping used-car prices down had made available the blessings of individual transportation to more citizens of America. The lower the price, the greater the market. And the greater the market for used cars, the greater possibility of selling an increased number of new cars.

One of the independents I talked with was C. George Spraker, of Muskogee, Okla., whose sons Pat and Bob have just returned from the war to help him. On various occasions Spraker has had new-car contracts and in between times, as at present, he is an independent used-car dealer.

During the war he contributed in keeping local transportation functioning in Muskogee by importing used cars for war workers who needed them critically. He sold these cars at the lowest possible price and terms, even though it was necessary for Spraker to carry the notes himself. This is what happened in a lot of communities.

* * *

No Differential Allowed in Order

The legitimate used-car operator had a very difficult time during OPA simply because OPA regulations ignored him and allowed him absolutely no differential for wholesaling cars. In fact, regulation 540, the only one ever issued by OPA in any trade, did not give recognition to the necessity of wholesaling and ignored entirely the historic functioning of the independent used-car dealer.

Independent used-car dealers will continue to suffer because with the shortage of cars, owners will not part with them, or those owners who do part with them have friends that will buy them and, therefore, don't need to seek the services of used-car dealers. More and more new-car dealers will be merchandising their own used cars and, therefore, merchandise will be further restricted from that source.

New-car dealers in Oklahoma, as is true in other states, are having a most successful year from the financial standpoint, and they are very enthusiastic about the future. In Oklahoma City, for instance, Walter E. Allen, president of the association and Chrysler distributor, has just completed a new building which is outstanding not only from the architectural design, its size, but improved functional layout, both from the standpoint of service and sales.

* * *

Cautions Dealers To Be Conservative

Frank Clark, Packard dealer, started in this field after World War I as a mechanic and worked himself up to a distributorship in several lines, has just completed a building on "motor row" that would be a fine example in a much larger city. Fred Jones, an old-time Ford dealer, is in the midst of an expansion program at the present time.

While I compliment them and feel that their investment is based on good judgment, I would caution most operators to be conservative in expansion programs. Too many of us are apt to lay plans based on years of prosperity and then find the going difficult on off years. It seems to me an automobile dealer, par-

(Continued on Page 8, Col. 3)

HONORING HIS twenty-third anniversary as a Ford dealer, Boyd H. Gibbons, Los Angeles' largest dealer, received wreath of flowers from 120 employes. Presenting the wreath, at right, is Hal Wiser, who has been with Gibbons for 22 years and is now his oldest employe.

OPA to Press Pending Cases Under Price Act

WASHINGTON.—The enforcement division of OPA has informed NADA that treble damage and criminal suits which have been started and are now pending will be continued under the provisions of amendments to the Emergency Price Control act. OPA thereby has the right to prosecute violations of any of its regulations which occurred on or before Nov. 9, 1946.

Under the act, OPA can inspect records and can issue subpoenas requiring the production of records. In the event, however, that dealers refuse to obey the subpoena, OPA must try to secure an order from the federal court, requiring compliance with the subpoena.

Dealers are privileged, if requested to produce records, to insist that OPA secure an order before consenting to inspection, NADA said.

If a dealer does produce his records, as required by a court order, he should claim, orally and in writing, his immunity from self-incrimination, it added.

George Moncharsh, deputy administrator for enforcement, has resigned, and William E. Remy, who has been in charge of rents and durable goods (automobile) enforcement, will be placed in charge of all of OPA's remaining enforcement activities.

Dayton Area Dealers Unite

DAYTON, O.—Automobile dealers of Montgomery county have organized with the following officers: R. J. Rodgers, president; T. D. Peffley, vice-president; A. D. Shellabarger, treasurer.

The officers and Dallas Cooper, Charles Vaniman, Lee Hilgeford and Jack Paddock form the board of directors. Reeve Conover has been named as a full-time secretary with offices in the Third National Bank building.

Dealers' Choice

Eagal Is Reelected For 17th Time

John H. Eagal sr., president of the Stockton (Calif.) Motor Car Dealers Assn. since its formation in 1930, has been reelected to office again.

Eagal has been trying to retire for several years, but the membership won't let him.

Detlef Brown was elected vice-president and Minard S. Thresher, secretary.

CATA Cancels Meeting Because of Coal Strike

CHICAGO.—The coal strike and its dimout regulations have caused an indefinite postponement of a dealer meeting which had been planned by the Chicago Automobile Trade Assn. for the evening of Dec. 9, it was announced last week by James F. McManus jr., CATA president.

"As dealers we are doing everything possible to conserve light and power in our establishments," McManus declared. "We have decided to follow the same procedure as an association."

Price Drop by Spring?

Utah Dealers Given Used Car Analysis; Elect Carleson President

SALT LAKE CITY.—Addressing the annual convention of the Utah Automobile Dealers Assn. here last week, Charles H. Elmendorf, editor, western division, NADA Used Car Guide, predicted that there probably will be some increases in the prices of used cars for four to six months. After that there will be a decline but the decline will not be sudden; rather a slow merging into the normal time of use of both new and used cars under normal market conditions, he said.

The annual convention, with President Melvin R. Ballard in charge, drew 375 dealers.

Other addresses were given by William L. Mallon, president, NADA; Paul M. Millians, vice-president, Commercial Credit Corp., and Karl Richards, manager, Field Services department, Automobile Manufacturers Assn.

Mallon, speaking on the "Post Election Outlook," declared that the election had been a mandate for fair dealing to permit maximum production and added, "I mean fair dealing to workers as well as employers."

He pointed to many congressional shifts which could have resulted only from a shift in the rank and file labor vote. He suggested that it was important to study the market and prospects and make as fair a distribution of cars as possible.

Millians, speakinig on "Financing in the Dealer's Interest," claimed that there were three primary things in dealer's interest in financing:

1. Dealers should look for a single source in capital requirements.

2. They should appreciate the convenience and value of floor financing.

3. Understanding at the source of the money.

He suggested that they look out for "fair weather" financiers and that the experienced national finance companies will give the understanding necessary. He denounced "packing" as being intellectually dishonest and asserted that credit should be kept honest and clean.

Speaking on dealer goodwill, he suggested that dealers sell today as though no shortage existed. "The public is mentally making up its mind about your car," he said. "Present the facts to the buyer. It's a good time to do a little something extra instead of merely trying to get every dollar possible. Courtesy in business gets in the balance sheet."

"Foundation of the automobile business," said Richards, "is more jobs and more goods for people through more production at lower costs. The present situation of cars for fewer people with less production at higher costs will be corrected in the long run."

He predicted that the motor transportation business is going to be doubled but that increased production per worker must be the answer to the ability to supply cars at a price that workers can afford to pay. Wage increases, if not accompanied by higher output of goods and services, can only result in price increases, reduced sales and lower employment totals.

The committee on legislation made the following recommendations:

1. Since automobiles are a dangerous instrumentality if sold in poor condition, every car sold should be inspected by the state. Before any transfer is made, a certificate should be presented showing that the automobile has been properly inspected and passed.

2. Since under the present law an automobile is exempt from tax under the "occasional" sale, it is suggested that any automobile sold must show a sales tax.

New officers are as follows:

President, Fred A. Carleson; Salt Lake vice-president, Richard A. Freed; Weber county vice-president, A. N. Bartlett; Utah county vice-president, Harold Holley; balance of state vice-president, Jim Miller; secretary, L. H. Strong; treasurer, Homer Warner.

Salt Lake directors, M. R. Ballard, Grant E. Hayes; Weber and Davis county directors, Will Hunter, Ralph Mitchell; Utah county directors, Lowry Anderson, Paul Vincent; southern Utah director, Marvin Jones; northern Utah director, Grant Nielson.

N. C. Dealers Ask New Deal on Driver Permits

CHARLOTTE, N. C.—As part of the organization's legislative program for the coming year, North Carolina Assn. of Automobile Dealers called last week for statewide revocation of all drivers licenses, with reissuance only after examination.

The release of the car dealers' legislative program was made at a district meeting in Hotel Charlotte attended by dealers and state legislators from 10 surrounding counties.

According to Paul L. Abernethy of Charlotte, president, other points in the program call for frequent car inspections through state-operated and controlled stations on a nominal fee basis; legislation preventing diversion of highway funds; and amendments to motor vehicle laws as they pertain to the issuance of dealers' license tags.

Abernethy said that reasons advanced for controlled car inspections in the state were to eliminate possibility of approval of a car's condition without proper inspection, and to set up a final test for deciding if a vehicle is actually defective or is merely being declared defective for the purpose of a repair bill.

THE NEW OFFICERS of Oklahoma Auto Dealers Assn. (left to right): Fred Albert, Oklahoma City, manager; W. W. Vance, Ponca City, second vice-president; S. J. Doyle, Wewoka, first vice-president; F. E. Northway, Oklahoma City, secretary-treasurer, and Walter E. Allen, Oklahoma City, president.

★ ★ *The Newspaper of the Industry* ★ ★

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

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AUTOMOTIVE DEALER MAKER NEWS

WE STAND FOR:

¶ 1. Fair and equitable contracts between manufacturers and dealers in motor vehicles, parts and accessories. ¶ 2. A fair profit to the dealer on every used vehicle accepted in partial payment for a new car or truck. ¶ 3. Every dollar of gasoline tax collected by state or federal governments applied to the building and maintenance of highways. ¶ 4. The elimination of governmental and bureaucratic controls over this industry. ¶ 5. A return to the precepts of independence and the rewards of applied energy and ability, which made America and gave more of her citizens more of the better things of life than anywhere else in the world.

Public Is Gagging on Prices; Gougers, Beware!

WHILE increased prices must inexorably follow increased costs, it seems to us that all prices are reaching the gagging point.

When the auto industry arrives at that point, dealers will find that their most important asset will be their reputations for fair dealing. On that they will have to base the aggressive merchandising campaigns which will enable them to survive in a competitive market.

Most dealers recognize that. A few do not. The few are trying to squeeze out every last dime that can be obtained in the present, highly fluid market.

The point they forget is that this market will not last. The extra dimes that are squeezed out of buyers today will come back to haunt those who extract them.

We admit that it is a great temptation for a dealer to "get his" when he knows that the new car he sells can be sold five minutes later as a used car for $400 or $500 more than the dealer's price.

But the new-car buyer who takes advantage of such a situation is an individual. He can profiteer and get away with it because he has no reputation to maintain. He won't be in the business of trying to sell cars six months or a year from now when it will be tough going.

It is also difficult for a dealer to hold his prices when he sees them going up all around him. And we are not arguing with the fact that increased costs inexorably result in increased prices. No matter how loudly a union leader shouts asinine theories, the fact remains that unions did bring about higher costs through unreasonable wage demands and strikes that crippled the country.

The price increases that resulted had to come, and no one can dispute them.

The price increases we are warning against are those that are just as unreasonable as the demands the unions made. The unions were in a position to extract them. Dealers and manufacturers, too, are in a position to extract unreasonable prices from the public.

But this situation will not last. Forgetting obligations to deal fairly, it just isn't good business. The easy-money honeymoon won't continue long enough to make it profitable.

The public is starting to gag. The few dealers who are adding on unreasonable extras will be lost in the regurgitation.

—a word in EDGEWISE

by George M. Slocum

SAN FRANCISCO, Nov. 21, 1946.—Having driven up the coastline and back the central valley routes before, we decided to come this time on the Southern Pacific's famous "Daylight" streamliner. We were glad we did because our chair faced an unsurpassed panorama of seashore and mountains for the nearly 500 miles. For company we had an entire M-G-M movie troupe, nearly 200 cameramen, cowboys in high-heeled boots, pretty girls with night-club tan, the hero with waxed mustachio and the Arrow-collar look, and finally the star herself, bedecked in an ermine jacket, tossed carelessly over her all revealing sweater, slacks and pumps, carrying a hairless purp and followed by her colored maid in proper uniform. Fittingly, they detrained at Salinas, "lettuce capital of the world." We were glad we had stuck to publishing a paper for those who made and sold motor vehicles!

* * *

ONLY A Mortimer Snerd would attempt to compare San Francisco with Los Angeles. You realize they both belong to the same family, but one is the stately dowager thoroughly at ease with the inherited wealth she has always had, the other a breath-taking debutante ravishingly displaying her charms in the best that money can buy! To me, San Francisco is the only city in the world that looks like New York. The view from the "top of the Mark," with the lights of the tall buildings, the busy harbor and the long bridges spreading out like a tapestry in every direction can only be compared with Manhattan. Even Chicago with its miles of lake development, is spread out too far to give the same illusion. Certainly no major city in America has taken advantage of its natural location and facilities as has this amazing metropolis. No wonder all agree that only New York and New Orleans can vie with it as a cosmopolitan American city.

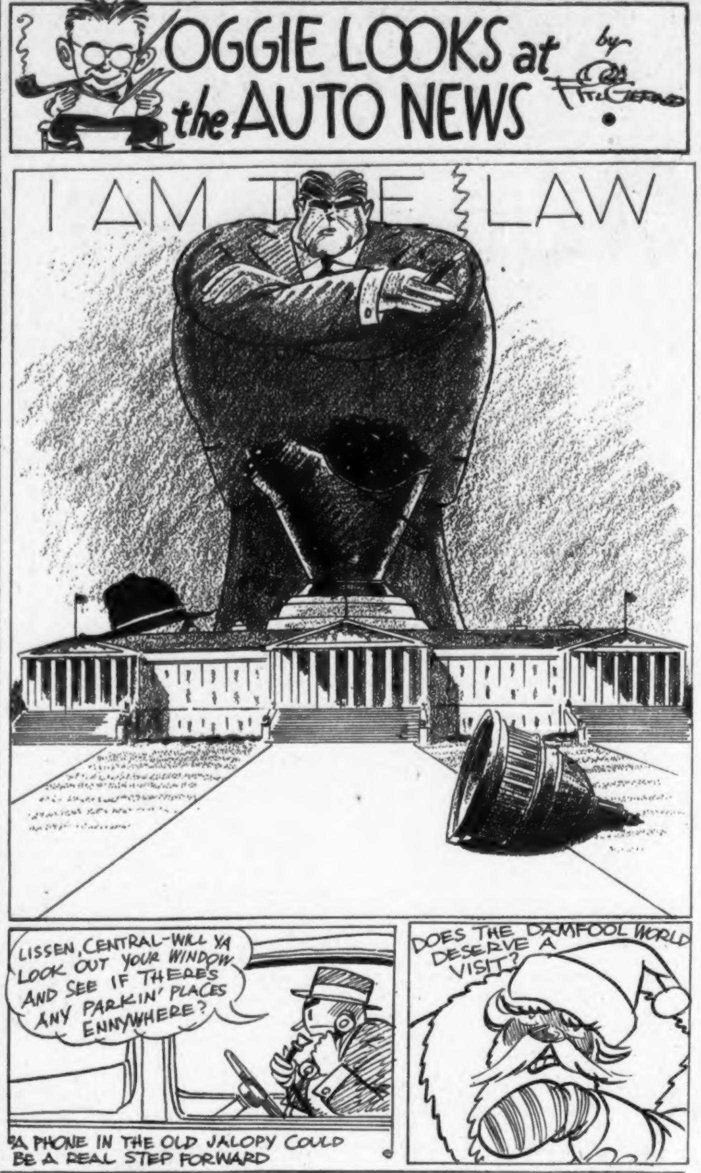
* * *

I think perhaps the reason why San Francisco gives you this immediate impression of a "big city" is because there are practically no open parking lots in "The City" itself. A serious handicap to the downtown merchants; they have helped to correct it by the completion quite recently of the Union Square municipal garage. Occupying a full square in the center of town, which accommodates 1,700 cars on four levels *all below the surface* of a beautifully landscaped park with the orthodox fountains, benches, playground and even a 350-ton Dewey monument at its center! This, I believe, is the first and largest of its kind in this country and has become the pattern for similar projects planned or under way in many American cities, including Detroit. We have planned one to occupy all of the space under Washington Boulevard, the three-block-long park, bounded by the Statler and Book-Cadillac hotels. Most American cities, like Detroit, Cleveland, St. Louis, etc., are so pock-marked by open parking lots in the downtown districts adjacent to multi-storied skyscrapers that from the air they look like the bombed-out cities of Europe.

* * *

PERHAPS I AM naturally prejudiced towards S. F. by the fact that for the second time some of my old friends in the dealers association insisted on throwing a luncheon in my honor, or perhaps it is just because my southern California cold was responding to the brisk climate to which I am more accustomed. In any event, there were Edward Lowery, association president and head of Van Etta Motors; my oldest friend and the oldest living Ford dealer, Bill Hughson, and his partner, Earl Dahlem. James W. McAlister and Bob Jansen of McAlister, Inc., leading Chrysler dealers; Fred Pabst, head of Don Lee (Cadillac) and veteran trade-paper contemporary turned honest; Charles Welch of

(See EDGEWISE, Page 30, Col. 3)



Letterbox

'Have Lost Faith . . . .'

This is an open forum for the discussion of any subject of interest to our readers, and your letters are welcomed. No attention is given to unsigned letters but you may sign your name with the assurance that it will not be used, if you so request. Address Editor, Automotive News, Detroit 26, Mich.

Soft Ride?

As a subscriber and devout reader of your weekly publication I thought I might ease my mind a bit and get this letter off to you. I am not in the automobile business but, like a great many others, am very very interested in it. I am qualified to write such a letter only because I am part of the public, yet one that has followed the automobile game as closely as one can without actually being in it.

All the way through OPA regulations, shortages and the like, I have listened with tears in my eyes to the plight of a good friend who is a dealer. Hs story was the same as his competitor. Granted they have had it hard but far from too hard. When the used car dealer drove a '46 onto the lot and it went for $2,500, that was something only the lowest individuals would do.

Well, that may be so but any time a dealer raises his voice in protest to that I only wish he would confess the profit he has made on that "last new car deal." You see a second-hand '46 on a used car lot selling for $2,100. It is absurd but so is a deal the new car dealer is giving. What was once "low ceiling" is now the rule on tradeins, minus what repairs they feel the car needs. A low ceiling car today at $700 can now be sold for around $1,200. That, plus the dealer's take on a new car, is going to net the dealer anywhere from $500 to $1,000.

In this city it is not the exception but the rule that the public, if they want a car, is going to be taken. They say that it is only right as they have suffered for the past few years. They may have suffered, but should they now build for the industry a reputation that they are now doing? I know a good many dealers and there is only one of those that will consider the present used car market. Out of 25 dealers that is a lousy average.

Luckily, they are in the position where they have the market where they want and little damage can be done to the future reputation of the individuals. Well, it probably won't hurt them in that way but Lord only knows the slide that the overall industry has taken because of it. I am not one in need of a new car nor one owning a new car and just griping, but one that has lost a great faith in an industry that I truly admired.

The dealer has no gripe coming

(See LETTERBOX, Page 26, Col. 1)

Coming Events

DECEMBER

Dec. 4—Jackson, Miss. (Heidelberg hotel). Annual convention of Mississippi Auto Dealers Assn.

Dec. 4-5 — Hartford. Annual convention, Connecticut Automotive Trades Assn.

Dec. 9—Casper. Annual convention, Wyoming Auto Dealers Assn.

Dec. 9—Cincinnati. Annual banquet, Cincinnati Automobile Dealers' Assn.

Dec. 9—Detroit (Statler Hotel). Annual meeting, Detroit Auto Dealers Assn.

Dec. 9-14—Atlantic City (Auditorium). Annual ASI show.

Dec. 12-15—El Paso, Tex. (Anderson Field). Second annual International Aviation celebration.

Dec. 13-14—Butte (Finlen Hotel). Annual meeting of Montana Auto Dealers Assn.

JANUARY

Jan. 6-10—Detroit (Book-Cadillac). SAE annual session.

Jan. 13-14 — Memphis (Hotel Peabody). Sixth annual meeting of Truck-Trailer Manufacturers Assn.

FEBRUARY

Feb. 17-18—Atlantic City. Annual convention of National Automobile Dealers Assn.

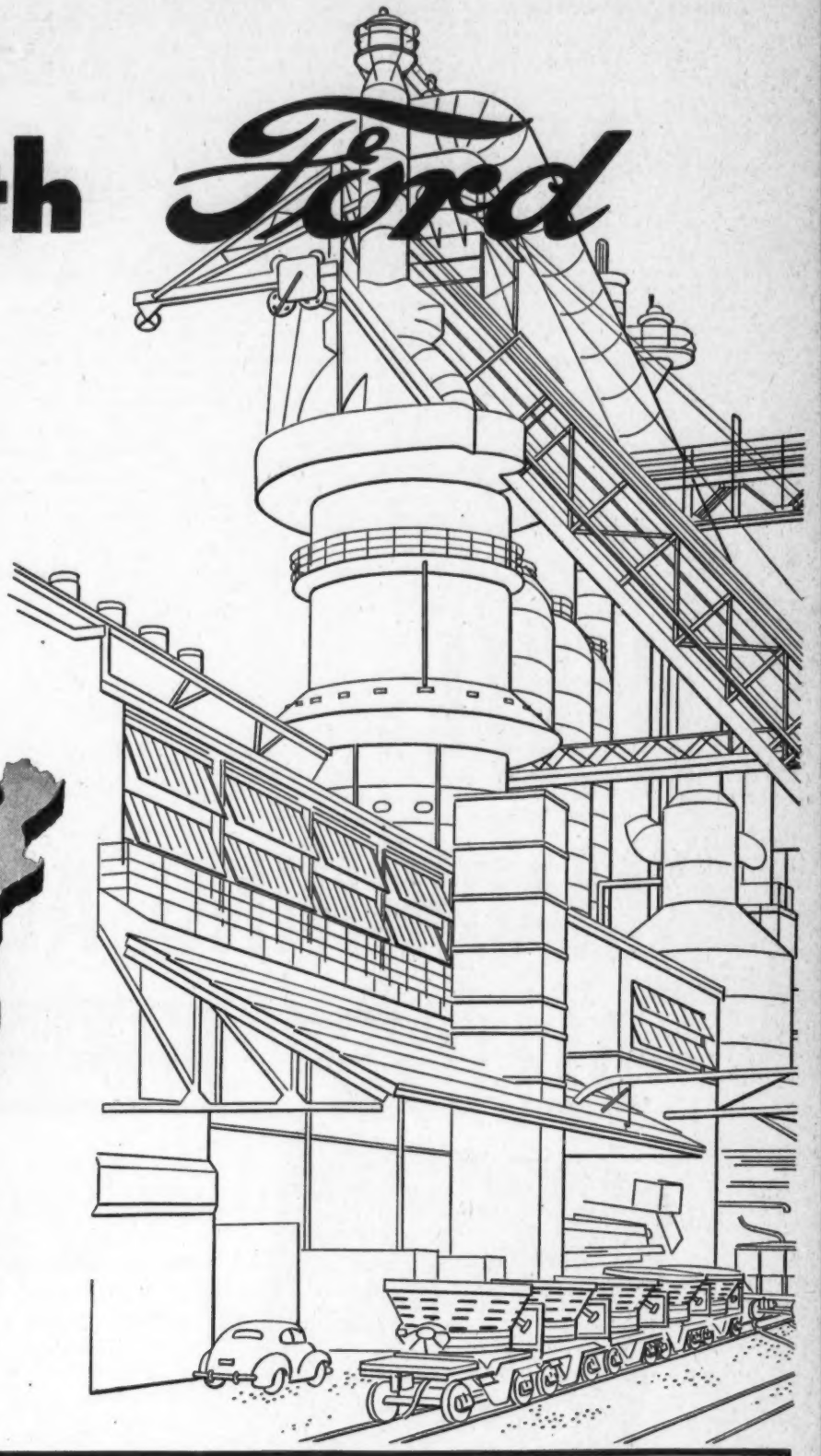
MARCH

March 19-20—Des Moines (Fort Des Moines Hotel). Annual convention Iowa Automobile Dealers Assn.

Out Front with Ford

IMPORTANT engineering advancements that make for greater value . . . design betterments from inside out . . . production know-how and the facilities to implement it — all these are reasons why "Ford's Out Front."

Yet they mean little until the public—the customer—is aware of them. That is why the selling efforts of Ford Dealers are backed by one of the strongest advertising programs in the industry — programs that work for them night and day.



Ford Advertising— a Leader in Quality and Quantity, at Lower Cost

Advertising for Ford cars and trucks is nation-wide. Every major advertising medium is used, including such newly developed programs as television, dirigible "spectaculars," and scenic dioramas! In publications, radio and outdoor alone, a typical month's Ford advertising runs to over 200,000,000 impressions! This is truly mass advertising, backing up mass production.

It is *quality* advertising, too — and at lower cost. For example, there are the advertising readership figures for magazines, as reported by a leading research organization. In the first five months of 1946, advertising for Ford cars and trucks gained *more* readers, and at a *lower cost per reader,* than other leading makes.

Even without the statistics, Ford Dealers *know* — from experience — the value of the aggressive, effective advertising they're getting — advertising that helps them in building and keeping customers both for today and, more importantly, for tomorrow.

Ford

FORD MOTOR COMPANY

Turns the Tables

York Dealer Helps Trap New-Car Swindler

YORK, Pa.—A York Chrysler-Plymouth dealer played a prominent role recently in the capture of a new-car swindler who sought to have the dealer's service department authenticate his racket.

Russell C. Keller, of R. C. Keller Motor Co., Inc., became suspicious after receiving several phone calls from individuals desiring to see a "1946 Plymouth deluxe sedan on display at your showroom."

The callers told Keller they had seen the car advertised at ceiling prices in the want ad section of a York newspaper. The advertiser, an individual, is said to have told the many prospects that the auto could be seen at Keller's showroom.

Investigating further, Keller learned that the advertiser had called his service manager and ordered an overhaul job for the delivery. The advertiser's object was to establish for his customers that the car would be available at the Keller dealership.

Actually, of course, there was no car. Keller's warning to police brought the early arrest of the individual, who was in the process of closing a third advance deal for the "car." The man had $2,900 in his possession, which he said he obtained from the first two "sales" of his phantom auto.

THE LUNCHEON GIVEN BY San Francisco Motor Car Dealers Assn. and Old Timers Council in honor of George M. Slocum, publisher, Automotive News. Standing, left to right: Bob Diebler, Automotive News; Don Meekin, San Francisco Examiner; Tom McCabe, auto editor, Oakland Tribune; Bud Nelson, San Francisco Call-Bulletin; Ralph Gordon, auto editor, Oakland Post Enquirer; Harry Elliot, San Francisco publicist; Bill Rafter, auto editor, San Francisco News; Charles Welch, I. M. Barnett, Earl Dahlem, Bob Jansen. Seated: Leon Pinkson, auto editor, San Francisco Chronicle and correspondent for Automotive News; Miss Mildred Haskins, Slocum, W. L. Hughson, James W. McAlister and Fred Pabst.

What do you want to buy, sell or trade? See Classified Want Ads, inside back cover this issue.

Gatling Brothers Occupy New Dealership Quarters

Gatling Motor Co. (Chrysler-Plymouth-Diamond T), has opened its brick and concrete building on N. Rosser St., Forrest City, Ark. **Tom** and **Bill Gatling** are owners and managers.

OPA Flops in Test

Murray Olds Vindicated in Case by Which Agency Hoped to Collect Millions

CLEVELAND.—Murray Oldsmobile Co. was vindicated in federal court last week in a test case which OPA hoped to use as a club to collect millions of dollars from dealers across the country.

The *Cleveland News* called it a typical case of OPA prosecution injustice.

Months ago, OPA investigators went to work on Murray's books and records. They commandeered records and used six investigators and accountants. The OPA enforcement division then demanded $6,550 in overcharges for two month's time and asked the court to make this year's penalty by multiplying the amount by six. This the court refused to do.

Examination of Murray records by the court revealed overlayers of OPA accusations that did not seem to be in violation of the announced and established ceilings.

The final decision of the court, as handed down by Federal Judge Emerich Freed, was that there were only technical "ceiling violations" because the proper man at the concern had failed to initial certain service orders. A settlement of $35.76 was ordered.

In commenting upon the whole proceedings, the *News* said:

"The people can be heartily glad they are approaching an end of the OPA punishment procedure. It has too frequently been under the suspicion of persecution rather than prosecution."

Senators Trace Tucker Deal To Night Club

WASHINGTON.—The Senate war-investigating subcommittee adjourned last week until Dec. 15 after testimony that the Tucker deal for the huge Dodge-Chicago plant got its start on a shoestring in a New York night club.

Promoter Oscar Dupont told the senators that it was there that he met Preston Tucker, who hopes to build the Tucker Torpedo car.

Dupont said that he promptly used his Washington and New York connections to help Tucker get the plant, and the necessary financing.

For this, he said, Tucker had promised to pay him $100,000, but to date had paid only $100.

He added that he introduced Tucker to various government officials and to Theodore Granik, Washington attorney and radio forum director, who figured in earlier testimony.

Granik flatly denied that he had tried or intended to use any influence or take any other improper action to try to block Housing Expediter Wilson Wyatt from transferring the surplus plant from Tucker to Lustron Corp., which wants to make prefabricated houses.

Tucker had insisted that Granik "gave me the impression" that he could block the Wyatt order and keep the surplus plant for Tucker. This Granik termed "an unvarnished lie."

The committee's counsel, George Meader, pressed Tucker about earlier testimony that Tucker had given a $150,000 check in part payment for the government plant when he had only $2,000 to $3,000 in his bank account.

"When the check got back there, it would have been made good," Tucker said.

Tucker explained that he intended to mortgage a machine tool shop owned by his mother at Ypsilanti and his home and raise funds through a family loan.

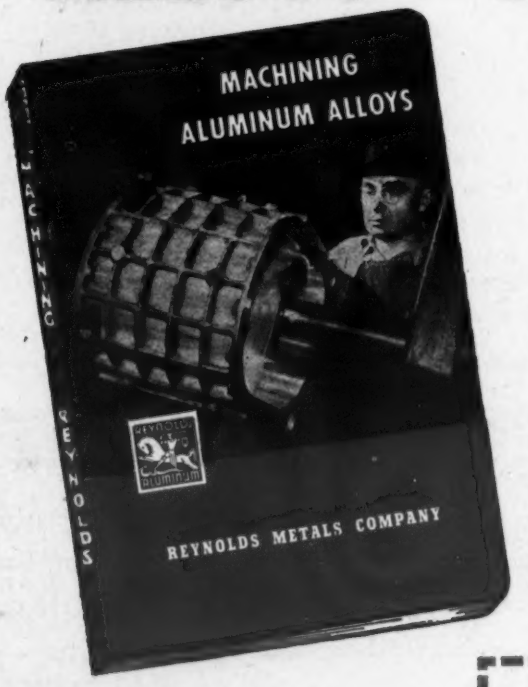
Cows, Cars and Re-Caps All Work for Colteryahns

Combining the trades of an auto dealership, a tire distributorship and a dairy appear to have offered little difficulty for the **Colteryahn** brothers of Pittsburgh, Pa., who successfully operate the three businesses. They are located at 2510 Brownsville Rd., Pittsubrgh, Pa.

RAY A. BROWNING, piloting one of the Greyhound Skyways helicopters, demonstrates the complete controllability of the ship by bringing it down to converse with W. R. O'Neill, standing on the roof top luggage rack of a DeSoto Suburban. The picture was made while the helicopter was flying Detroiters on sight-seeing hops over the city.

NEW! ...a process manual on "MACHINING ALUMINUM ALLOYS"

SPECIFIC RECOMMENDATIONS FOR MACHINING OPERATIONS IN COMPACT CHART FORM



There are a lot of practical, up-to-date facts about machining aluminum alloys packed into this new 124-page handbook compiled by the technical staff of Reynolds Metals Co.

For instance, eight double-page charts give specific usable data on tooling, speeds and feeds for eight important types of machining operations: Turning, milling, shaping and planing, drilling, reaming, tapping, filing and sawing.

In addition there are detailed discussions on general machining characteristics of the various aluminum alloys, with chapters on machining conditions, tool materials and designs, cuts, speeds and feeds, lubricants, coolants and cutting compounds.

"Machining Aluminum Alloys" is profusely illustrated with photographs, charts and tables. A fully itemized cross-index serves for ready reference.

This is just one of several recent technical aids put out by Reynolds Metals Company that help bring you up to date on the latest developments in the aluminum industry. Just fill out the coupon below and mail with one dollar. Reynolds Metals Company, 2539 South Third Street, Louisville 1, Kentucky.

Detroit address: 1010 Fisher Building

"WELDING ALUMINUM"
A new handbook on aluminum welding gives detailed information on 11 aluminum welding processes from edge preparation to finishing. Fully illustrated with photographs, charts and tables. Price: $1.00. (Check space in coupon.)

"ALLOY SELECTOR"
Just two settings to place at your finger tips the mechanical properties, chemical composition, physical constants, thermal treatments, and specification numbers of *18 aluminum alloys.* Price: $1.00. (Check space in coupon.)

"METALS WEIGHT CALCULATOR"
One of the handiest metal weight calculating devices ever developed . . . simple . . . accurate . . . fast. Calculates weights of aluminum, magnesium, steel, brass, copper, and nickel. Only $.50. (Check space in coupon.)

PLEASE PRINT OR TYPE CAREFULLY 1281-A1-9B

Reynolds Metals Company
2539 South Third Street, Louisville 1, Kentucky

Please send me "Machining Aluminum Alloys." I enclose $1.00 (check or money order*) to cover the cost of printing and mailing.

NAME_____

TITLE_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

( ) Please send me a copy of "Welding Aluminum." I enclose $1.00.
( ) Please send me a Reynolds Aluminum Alloy Selector. I enclose $1.00.
( ) Please send me a Reynolds Weight Calculator. I enclose 50 cents.

*Please do not send purchase orders, cash or stamps!

Expanding Program

Future Holds Promise and Dangers, PAA Report Says

HARRISBURG, Pa. — (UTPS)— The purposes and plans of the Pennsylvania Automotive Assn. were explained in a message to its members entitled, "The Pennsylvania Automotive Assn. and Its Expanding Program."

Text of the message explained that the association was organized to foster a spirit of understanding and cooperation and to provide proper facilities for concerted action in the interest of automobile dealers. It is concerned primarily with statewide problems and federal questions of paramount importance to Pennsylvania.

Furthermore, it states, the association functions through a board of directors composed of leaders in the industry from different sections of the state, active study committees covering all fields of activity in the industry, and an efficient headquarters staff, and is thereby ideally constituted for state leadership, having close to 3,000 members distributed over the 67 counties of the state.

The association represents the leading industry of the nation, it is added, and is alert to changing times and conditions. It is ready to serve and cooperate against the individual problems of the dealer.

"Certainly the future holds a bright promise for automobile dealers," the report states. "At the same time, many possibilities can occur to tarnish the silver lining. Therefore, it is well to remember the old adage, 'the price of profits is eternal vigilance'."

The association commands attention and respect, it states, through the united action and judgments of its member dealers. Active participation by the membership in association matters is encouraged and requested.

Speakers Listed For Conn. Dealer Session Dec. 3

HARTFORD, Conn.—William H. McGaughey, director of public relations, Automotive Manufacturers Assn., will be guest speaker here at the silver anniversary of the Conn. Automotive Trades Assn. Dec. 3 at the Hotel Bond. His address will be entitled "Outlook for 1947 in the Automotive Industry."

Donald C. Barnhart, NADA executive, will address the delegates on the topic, "Building for the Future."

Other speakers on the program will include Romy Hammes, Kankakee (Ill.) dealer who was selected by *Life* magazine for its "U. S. Success Story"; Carl E. Fribley, president of the N. Y. Automobile Dealers Assn., and L. J. Buckland.

Present officers of CATA are John M. Rehl, president; K. D. Sheldon, secretary; Robert Pringle, treasurer, and Harry B. Hartley, assistant treasurer. Second vice-presidents are R. D. Gillmore, E. H. Theroux, Owen Feeney, Frank Lynch, Fred Rohrer and Frank Bradley.

Cheyenne Group Host at Dinner

CASPER, Wyo. — (UTPS) — The annual convention of Wyoming Automobile Dealers Assn., to be held here Dec. 9, will feature a dinner meeting at which the Cheyenne dealers will be hosts. A delegation of 16 members from Cheyenne is expected to attend.

This year's officers of the organization are A. V. Tyrell, Cheyenne, president; F. P. Richardson, Lovell, first vice-president; Blair Stauffer, Riverton, second vice-president; William F. DeVere, Cheyenne, secretary-treasurer. Directors are M. E. Robertson, Casper; R. R. Baker, Laramie; Platt Wilson, Kemmerer; Norris Taylor, Gillette, and Frank Heagney, Worland.

Geary Names Managers

Geary Stainless Steel Co., Baltimore, Md., announces the appointment of **George McB. Peters**, Buffalo, N. Y., as district manager for western New York and **Kenneth F. Vilsack**, Louisville, Ky., as district manager for Kentucky and southern Indiana. Peters was formerly with Rustless Iron & Steel Co. and Chandler Boyd Co. Vilsack was formerly with Jeffersonville Boat & Machine Co.

"Hines doesn't know how rotten business is. He just thinks it's storming outside!"

CPA Halts Work On Two Buildings

WASHINGTON. — Construction was ordered halted on a service station in Goshen, Ind., and a dealership in Allendale, S. C., by CPA last week because, it was charged, the unauthorized work violated Veterans' Housing Program Order 1. These violations diverted critical building materials from the Veterans' Emergency Housing Program and other essential construction, CPA's compliance division said.

Alvin and Robert Thomas, 607 S. Eighth St., Goshen, were ordered to halt construction of a service station. A. B. Oswald, doing business as the Oswald Motor Co., a dealership in Allendale, was ordered to halt construction of a brick building. The project was begun about June 10. More than $15,000 was expended on construction, a violation of the $1,000 exemption permitted by Order VHP-1, CPA said in a consent order which superseded a temporary suspension order issued Oct. 23.

MORE THAN 100 REPRESENTATIVES of 33 northwestern Ohio and southeastern Michigan dealers of Hoppe & Worman, Inc., distributors for Willys-Overland, attended a business meeting in the Hillcrest hotel at Toledo. At the speaker's table are, left to right: George Harold Bell, general sales manager, Willys-Overland; A. J. Wieland, vice-president in charge of distribution; Walter C. Hoppe, vice-president and general manager of Hoppe & Worman; Laurel C. Worman, president. After the luncheon, the dealers attended a demonstration of the company's vehicles and of industrial and agricultural attachments for the Jeep.

Dealers to Honor Mallon At Coast Luncheon

SAN FRANCISCO.—The Motor Car Dealers Assn. of Northern California and of San Francisco, Inc., will sponsor a noon luncheon here Friday, Dec. 6, at the St. Francis hotel to honor W. L. Mallon, president of NADA.

To feel the pulse of the industry, consistent reading of Automotive News is a necessity.

Suggested Structures FOR MACHINABILITY OF ALLOY STEELS

The combination of structure and hardness usually controls alloy-steel machinability.

Among the various alloy steels there are three carbon ranges generally considered: low carbon of .08 to .30 pct; medium carbon of .30 to .50 pct; high carbon of .50 to .80 pct.

In each of these three ranges there are certain structures that may be well suited to one type of machining and at the same time unsuited to another. For example, in a medium carbon range a spheroidized structure may be good for turning operations yet poor for broaching. This means that a compromise must usually be accepted to obtain the most economical overall machining operations on any one steel.

The table below is a suggested guide. It shows various combinations of carbon range, heat-treating process and structure believed to be best suited for each type of machining.

Further information on machinability of alloy steels will be found in the new Third Edition of Bethlehem's publication, "Properties of Frequently Used Carbon and Alloy Steels." This 132-page book is filled with helpful, timely information of interest to users of steel. Your request will bring a copy to you by return mail.

CARBON RANGE	PROCESS	STRUCTURE	TURNING	FORMING	DRILLING	BROACHING
Low (C .08 to .30)	Normalize or Anneal	Blocky Ferrite	Good	Good	Good	Good
Medium (C .30 to .50)	Anneal	Spheroidized	Good	Poor	Fair	Poor
Medium (C .30 to .50)	Anneal	Lamellar	Fair	Good	Good	Good
Medium (C .30 to .50)	Heat Treat	Sorbitic	Fair	Fair	Fair	Fair
High (C .50 to .80)	Anneal	Spheroidized	Good	Good	Good	Fair
High (C .50 to .80)	Anneal	Lamellar	Fair	Poor	Poor	Poor
High (C .50 to .80)	Heat Treat	Sorbitic	Good	Fair	Good	Good

Milling and threading are not shown. For practical purposes these two operations more or less follow the suggestions given for forming and broaching.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation

★ BETHLEHEM ALLOY STEELS ★

BETHLEHEM STEEL

Additional Lead OK'd . . .

More Batteries Coming, But Makers See Gap

(Continued from Page 1)

Effective at once inventories of unused dry storage batteries (charged and uncharged) will be offered at fixed prices, equal to manufacturer's current list prices for similar and equivalent batteries. These prices will apply to all levels of trade, and no dealer discounts will be provided.

Unused wet batteries and all used storage batteries will be advertised and offered in lots under competitive bids. Of interest to potential reprocessors, such as smelters and battery rebuilders, they will be offered for use as batteries and not as scrap or salvage, regardless of condition. Awards will be made to the highest acceptable bidder, and WAA reserves the right to reject any or all bids.

* * *

Two Battery Makers Penalized by CPA

WASHINGTON.—Two storage battery manufacturing firms last week were ordered by CPA to reduce their future use of lead in batteries because they exceeded quotas under the lead conservation order, M-38.

The Great Northern Battery Co., Milwaukee, was ordered during the fourth quarter of 1946 and the first and second quarters of 1947 to use in the manufacture of automotive replacement storage batteries 36,882 pounds of lead less than it would otherwise be entitled to use in each of these quarters under order M-38. The firm admitted excessive use of lead in the fourth quarter of 1945 and the first quarter of 1946, a CPA consent order said.

The Volta Battery Co., Chicago, was ordered in the fourth quarter of 1946 to use 14,420 pounds of lead less, and in each of the first three quarters of 1947 to use 19,229 pounds less than it would otherwise be entitled to use under order M-38. The firm over-used lead for automotive batteries in the four quarters of 1945 and the first quarter of 1946, a CPA suspension order said.

U.C. Prices Asked By Owners Hit Hard by Moran

WASHINGTON.—Describing the high prices at which many individual owners are now advertising their used cars as a new black market in automobiles, Executive Vice-President Lee Moran of NADA last week warned the public against paying such "exorbitant and fantastic" prices for used cars.

He stated that in many cities, private owners through classified advertising columns are placing selling prices on their used cars at figures far above actual value.

"Since the lifting of price controls," said Moran, "there has been a very noticeable increase in the volume of used car advertising in classified columns by private individuals. In a great many instances, prices quoted are more than 100 percent above former ceiling prices, frequently quotations are at prices greatly exceeding those at which new 1946 cars are now selling, and very often are far above what black market operators used to ask in the days of price ceilings."

Pointing out that increasing production of new cars will ultimately cause a decline in the price of used cars, he warned that persons who pay the inflated prices at which many individual owners are now offering cars for sale are inevitably going to suffer severe financial losses as a result of such purchases.

Summers, McElvein Put On NADA Committee

WASHINGTON.—Turner A. Summers, Kentucky, and Thomas H. McElvein, New York, have been named to the nominating committee of NADA, replacing R. T. Clarke, South Carolina, who resigned because of ill health, and C. H. Wallerich, who is not returning to serve on the board during 1947.

Appointments were made by the executive committee at its meeting in Chicago Nov. 17-18.

CHEVROLET DRIVER was winner in straight truck class at recent ATA Roadeo, American Trucking Assns. announces. Due to a clerical error in figuring points, another driver, Alex Adamsky, Illinois champ, was first declared winner but on recheck it was found that Charles Goins, employed by Trucking Inc., Detroit, and driving a Chevrolet truck, was the actual winner. Because Adamsky was declared winner at the conclusion of the ATA meet, he and Goins will both get the $50 per month money award that goes with the championship, but Goins will be the official holder of the Bendix Woodinghouse award. Also it has been ruled that both drivers will be eligible to compete in next year's contest.

Dealers tell me

(Continued from Page 3)

ticularly when so much of his success depends on a factory contract which can be taken away, should be careful in committing himself to increased fixed overhead.

I plead now, as I have in the past, for flexibility between fixed expense and total dollar volume. Building costs are high. Ability to get materials is uncertain. Dealers are wise not to expand until they are utilizing to the very best advantage all of their present space. Additional parking space for customer cars is usually what a dealer needs more than additional space for either mechanical or sales facilities.

Chop Waste

Use Ax on Bureaus, Fribley Urges

ALBANY, N. Y.—Citing the manifold bureaus and agencies created by the New Deal, New York State Automobile Dealers last week urged Senator-elect Irving M. Ives, who defeated former Gov. Herbert Lehman in the recent election, to make elimination of unnecessary federal waste one of his prime objectives.

Carl E. Fribley, Norwich, president, said in a letter to Ives that the majority of the state's 1,700 dealer members were more interested in effecting necessary economies than in the immediate cut in taxes.

Though the reduction of taxes "would be an excellent thing for the economy of this country," Fribley stated, dealers feel other economic moves are of greater importance.

Thornton Tandem Changes Name

DETROIT.—Detroit Automotive Products Corp. has become the new name for the Thornton Tandem Co., 8701 Grinnell Ave., Detroit.

The announcement by the firm's board of directors emphasized that "this is a change in name only."

Burroughs Reelected

N. R. Burroughs, Martinsville (Va.) dealer, has been reelected president of the Retail Merchants' Assn. in that city.

30 Cars for Opening . . .

THIRTY NEW LINCOLNS AND MERCURYS—This record number of 1946 Lincoln and Mercury cars was featured at the recent opening of Master Sales, Inc., at 415 N. Main St., Dayton, O. A. B. Pease, regional manager, Ford Motor; A. H. Crowley, Mercury general sales manager; Hugh F. Charlesworth, assistant regional manager in charge of Lincoln-Mercury, and Arthur C. Wolf, Lincoln-Mercury district manager at Cincinnati, were among the company executives who congratulated George E. Schumacher, president of the new dealership, on his showrooms and service department. A luncheon at the Biltmore hotel, attended by civic and business leaders of Dayton, preceded the formal opening. Above is a view of the service department with 14 new Lincoln and Mercury cars lined up for inspection. The opening also featured the first showing in Dayton of the 1946 Lincoln Continental Cabriolet and Coupe. Some cars were loaned by the factory and by other Dayton dealers.

LINCOLN-MERCURY AND FORD executives flew from Detroit to congratulate George E. Schumacher, president, Master Sales, Inc., at the opening of his new dealership in Dayton, O., last week. Left to right: Schumacher, A. H. Crowley, Mercury general sales manager; A. B. Pease, Ford regional manager, and his assistant, Hugh F. Charlesworth, who has charge of Lincoln-Mercury sales activities for the central region.

Committee Seeks $650 Million For New Ohio Turnpikes

COLUMBUS, O.—Enactment of enabling legislation will be sought during the 1947 session of the Ohio legislature for a 1,000-mile network of five toll-financed superhighways costing an estimated $650,000,000.

The plan was conceived by the Ohio Turnpike Committee, which recently opened offices in Cleveland. A committee of approximately 200 members has been appointed to prepare plans for carrying out the program within the next three years.

Included in the program would be five routes, similar to the famed Pennsylvania Turnpike, as follows:

1. From the Pennsylvania Turnpike in the east, extending to the Indiana state line, south to Youngstown, between Akron and Cleveland, between Lorain and Elyria, south to Sandusky and Toledo. Distance 287 miles, cost approximately $160,000,000.

2. From the Pennsylvania Turnpike to the Indiana state line, running south of Columbus, between Springfield and Dayton, a spur to Cincinnati, then to Indianapolis. Distance 240 miles, cost about $160,000,000.

3. A superhighway following roughly Route 3 from Cleveland through the Columbus area and to Cincinnati. Distance 240 miles, cost about $160,000,000.

4. From Erie, Pa., to the Cleveland area, connecting with the New York State Turnpike. Distance about 80 miles, cost about $50,000,000.

5. South from Toledo and passing near Findlay, Lima, Springfield and Dayton to Cincinnati. Distance 200 miles, cost about $130,000,000.

Approximately 75,000 workers would be employed on the projects, according to the committee's estimates. During construction, and until the highways are paid for by the toll charges, the roads would be controlled by a state commission to be appointed by the governor. When the toll money retired revenue bonds for the highways, the roads would become the property of the state, it was explained.

Main speaker at the recent meeting in Columbus was Joseph K. Knoerle of the J. E. Greiner Co., Baltimore, Md., consulting engineers on the Pennsylvania Turnpike.

"Ohio," he declared, "needs approximately 1,000 miles of superhighways to provide for the ever increasing motor freight traffic and to relieve congestion on its existing highways."

State Senator Ralph Winters of Lodi, another speaker, emphasized that the projects would be financed by tolls and that the "committee is not asking for tax money."

This Is Why

Production Total Quoted In Dealer Defense

MERIDIAN, Miss.—Lauderdale county dealers recently bought a large-size newspaper ad to explain their policy on new-car deliveries and the adverse conditions that make the sales operation of a dealership a tough one.

AUTOMOTIVE NEWS production figures are quoted as follows to back up the dealers' repeated statements that there are not enough cars to meet the demand:

"Figures show that from Jan. 1 to Aug. 1, 1941, the industry produced 3,608,749 new automobiles as compared to 833,617 in the same period of 1946. In other words, we have received only one new car in 1946 compared to four in 1941."

The dealers promise careful preparation for cars to be delivered at OPA prices, and require, "because we consider it both fair to the purchaser and ourselves," that the owner of a used car turn it in on the purchase of a new model.

New Car Backlog At 21 Million, Doss Says

SAN FRANCISCO, Calif.—H. C. Doss, general sales manager of Nash, who was here last week to address dealers, said that effects of the general decontrol of U. S. economy recently ordered by the government will begin to be felt appreciably in the 1947 production of automobiles.

H. C. Doss

Production of 4,200,000 new cars next year is not improbable, compared to less than 2,000,000 produced in 1946, Doss said. The Nash company itself will fill about 6 percent of the postwar automotive demand. At the present time, he added, there is a backlog of 21,000,000 potential new car orders to be met by the industry.

Automobile manufacturers, Doss said, are planning no radical changes in styling because of the urgency of the demand for new cars. He explained that such action would result in the loss of five months' production time.

"It is more important," he said, "for the American people to have the transportation they need than for manufacturers to spend this time jazzing up the appearance of the cars."

Doss stated, however, that research into engineering and mechanical improvements has not stopped and that several such improvements will be available on new model cars.

U. S. Drops Case As Smallcomb Is Fined $2,500

SAN FRANCISCO.—The government dropped charges against Glenn O. Smallcomb, prominent West Coast auto dealer, when he pleaded nolo contendre last week to one of 10 counts against him in Federal court here.

A fine of $2,500 was ordered on the one charge.

The defendants were charged with illegally obtaining cars by inducing veterans to misuse their priorities. The case had been under trial for three days when the plea was entered.

Valentine Hammack, assistant U. S. attorney, said the practice of using veterans to obtain surplus Army property appeared to be rather prevalent. Evidence that Smallcomb himself participated in the conspiracy was said to have been "slight." Defense Counsel James V. O'Connor attacked validity of the government's entire case.

The employes, each fined $1,000, were Theodore R. Schuman, manager of Smallcomb's Burlingame branch; Kenneth W. Van Camphen, manager of the San Bruno branch, and Arthur A. Rasanen, of Los Altos, a salesman.

To feel the pulse of the industry, consistent reading of Automotive News is a necessity.

DESIGNED TO ELIMINATE drafts and unpleasant cross winds, a new Plexiglas wind deflector for motor cars has been introduced by Nu-World Products Co., Huntington Beach, Calif. Called the Noblo Wind Deflector, the unit consists of a single sheet of transparent Plexiglas, curved to fit within the front window frame. Several models are available so that any car can be fitted. Readily installed, the deflector protects rear seat passengers from front-window drafts without interferring with normal operation of the window. The driver's window can be down without discomfort to others. Each deflector is held firmly in place by metal clips and requires but a few minutes for installation. Price is $4.95. Distributors for all territory east of the Rocky mountains is Mackenzie-Menzie-Hamilton, 3505 Westfield Rd., Indianapolis 44.

Dealer Business Counsel

By J. B. Van Tassel

EDITOR'S NOTE: AUTOMOTIVE NEWS *has engaged the services of J. B. Van Tassel to write a regular column and answer questions regarding dealers' financial and business problems, as taken from his many years of experience in working with and analyzing dealers' finances and operations nationally. Van Tassel has spent the past 18 years on this work, was before the war business management consultant for the Chicago Automotive Trade Assn., and just recently resigned his position as Dealer Business Analyst for the National Automobile Dealers Assn. in Washington.*

J. B. Van Tassel

* * *

THERE are four popular methods of pro-rating general and administrative expenses to the various departments of a business in order to arrive at the final net profit in each department.

General and administrative expenses are those expenses in your business that cannot be traced directly to the productive departments, such as rent or rental equivalent, owners' and general managers' salaries, general clerical salaries, general labor, stationery and office supplies, telephone and telegraph, legal and auditing, etc.

These four popular methods are: Departmental sales to total sales, departmental gross profit to total gross profit, departmental expense to total expense and the floor area basis.

The department sales to total sales basis does not make any allowances for the amount of gross profits produced by the department sales as compared with the total gross profits produced.

This basis is not as sound as it might be, because if a dealer happens to be doing a proportionately large volume of sales (such as wholesale sales) which do not require a lot of space for administrative and sales purposes and do not incur a large proportionate amount of direct expense such as retail sales do, then this wholesale department might be unduly penalized with a disproportionate share of the general and administrative expense.

On the other hand, if the entire business is comprised of retail business only, then this basis might be a fair basis for the proration of indirect expense. This sales to sales basis also means the more sales a department produces the more of the indirect expense it would be required to absorb regardless of the amount of gross profit the sales produced with which to pay this extra expense.

* * *

Might Not Work In Buyers' Market

THE departmental gross profit to the total gross profit basis might not work out so well when business gets back to normal. When operating in a buyers' market rather than a sellers' market (and this may be not too far hence), experience in our business shows that the used-car department frequently shows a gross loss rather than a gross profit, primarily due to over-allowances and depreciation on used cars traded in on new cars.

This amount of gross loss will stop any kind of a plan of prorating indirect expense to all departments on a basis of departmental gross profit to the total gross profit, because there would be no way of figuring a gross loss to a total gross profit in order to arrive at a percentage figure that could be used in determining the amount of total indirect expense to be charged to the used-car department.

The departmental expense to total expense basis would appear to be the most fair and equitable basis for all types of automobile dealers, retail, wholesale, combination wholesale and retail and for all size dealers.

This expense to expense basis can best be used for the proration of total general and administrative expenses (excluding rent or rental equivalent which should be prorated on a floor area basis) because the departments would then be charged with their share of this total indirect expense in accordance with the amount of direct expense the departments actually incurred.

This basis is an incentive basis for a department manager to do a good sales job and at the same time hold down the direct expense of his department to a minimum at all times, because the less the direct expense in his department the less proportionate amount of total indirect expense he would have to absorb.

Any plan to help hold expenses down and yet not interfere with increased sales volume is a sound and practical plan for any business.

* * *

Value of Space Is a Consideration

RENT or rental equivalent (including building taxes, depreciation, insurance, interest on mortgage, maintenance, heat, light, power and water, etc.) should be prorated on a floor-area basis and according to the value of the floor space occupied.

For example, the new-car showroom is usually a more desirable space from a street frontage standpoint than would be the service or parts department, so let us assume the relative value of the new-car showroom space is $1 per square foot, as compared with the service department space at 50 cents, the parts department at 25 cents and the office at 25 cents.

Now to arrive at the correct percentage to use in prorating the total rental expense, you would simply multiply the actual floor area space in each one of the departments by the relative square footage value in each department and divide this total value in each department by the grand total value of all departments.

The present attitude of many dealers that I have talked with lately is that they are not much concerned with the net profit results in each department as long as the department produces a sufficient total sales volume and total gross profit and the final net profit of all departments is satisfactory.

While I can appreciate what they mean by this, still at the same time it has been my experience that the final net profit results of all departments is usually much better where each and every department is held accountable and responsible for a satisfactory net profit result as well as a top sales and gross profit job.

(*Next article*: *Productive Manpower*).

NEW HOME OF MURRAY CHEVROLET CO., Norwood, Mass., was visited by hundreds during the recent grand opening week ceremonies. Arthur A. Murray, treasurer, reports that the dealership, which started business with three employes, now has 17 on the payroll and is expanding its activities.

Tractor Firm Raises Prices

MILWAUKEE.—The Milwaukee agency for the Minneapolis-Moline Power Implement Co., makers of motorized farm equipment, has announced an increase in the prices of farm tractors and farm equipment by 10 percent.

The price of industrial tractors has also been raised 7 percent and on industrial engines 5 percent.

TYPICAL EXAMPLE: THE NEW TIRE THAT OUTWEARS PREWAR TIRES

PICTURED above is E. B. Palmer of Denver, Colorado, a traveling salesman, who writes:

"Last January I was fortunate enough to obtain one of your B. F. Goodrich tires from the Waco dealer. The same day that I mounted the tire, I put on three of a competitive brand.

"I am a traveling salesman and I drive many thousands of miles, over all types of roads at comparatively high speeds. This B. F. Goodrich Silvertown tire has been 36,664 miles, most of which time it was on the right rear wheel.

"It still has a good tread and apparently a number of safe miles left. The three competitive tires have long since been discarded. *It has given me better service than any prewar tire that I have ever used.*"

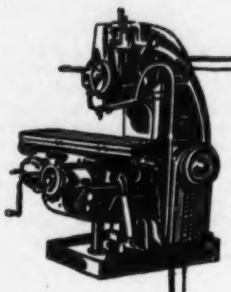
Letters like this—from owners of taxi fleets, passenger car drivers, police departments and commercial car owners—are coming in every week to tell us that the new B. F. Goodrich tires stand up better than the tires of prewar days.

Supplies of tires are still limited, of course. Even today's increased production cannot keep up with the demand. This is particularly true of the B. F. Goodrich tire that outwears prewar tires. It's best to check your needs with your B. F. Goodrich dealer well in advance. He'll do his best to keep you rolling until he can get new tires for you. *The B. F. Goodrich Co., Akron, Ohio.*

B.F.Goodrich

FIRST IN RUBBER

. . . NOW 25% average



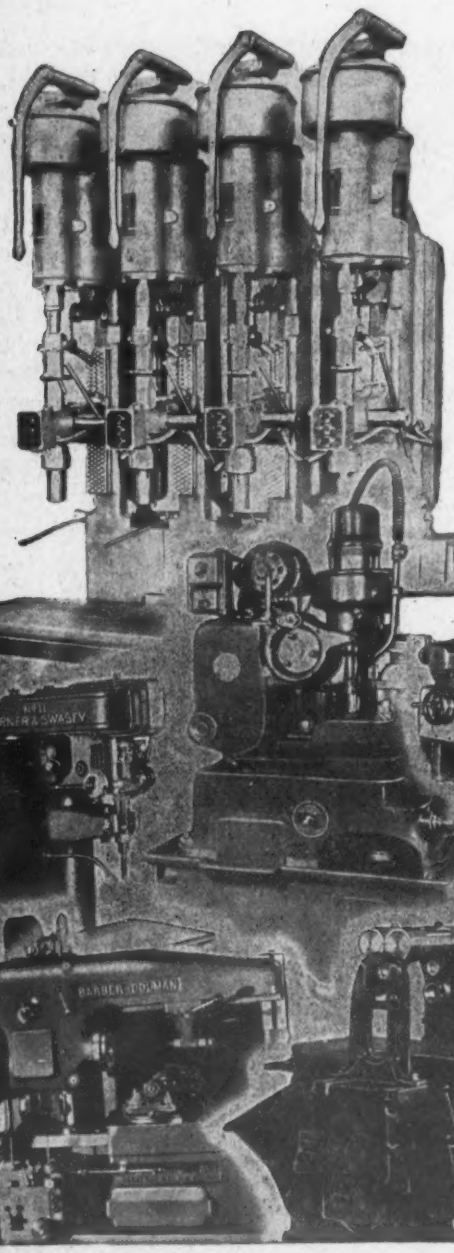
TYPICAL CASE—

MILLING MACHINE

Here is how War Assets Administration's new price has been set for a typical machine; Model 2K Kearney and Trecker Milling Machine, vertical knee action; War Assets Administration S.C. Code 3417-23-20-28.

Price (New).....	$7,054.00
Previous W. A. A. Sales Price (based on depreciation primarily).....	4,091.00
Average Market Value.....	2,556.00
New W.A.A. Sales Price ...	2,045.00
Available for rebuilding....	511.00

Sales to priority claimants, which include Federal Agencies, Certified Veterans, World War II, and subsequent priority claimants, will be made in proper sequence as required by law.



31 TYPES OF GENERAL PRODUCTION TOOLS REPRICED

Boring Machine—Horizontal, Precision, Bridge Type, Single and Double End
Chucking Machine—Automatic, Vertical, Multiple Spindle Type
Chucking Machine—Single Spindle Automatic, Horizontal Turret Type Machine
Chucking Machine—Six Spindle Automatic, Horizontal
Drilling Machine or Drill Press—Bench or Floor, Single or Multiple Spindle
Gear Cutting Machine for Straight Bevel Gears, (Not Planer Type)
Gear Hobber—Horizontal
Gear Hobber—Vertical, Universal
Gear Shaper—For External Spur Gears Only
Gear Shaper—For Spur Gears, External or Internal
Gear Shaper—For Spur and Helical Gears, External and Internal
Gear Tooth Shaver—For External and Internal Gears (Rotary Type Machine)
Gear Tooth Grinder—Generating Type, for Spur and Helical Gears
Gear Tooth Grinder—For Spur Gears, External and Internal (Formed Wheel Type Machine)
Grinders—Centerless
Grinder—Crank Pin Grinders
Grinders—Plain External Cylindrical Grinder
Grinder—Internal, Cylindrical, Automatic Sizing
Grinder—Internal Cylindrical (Hydraulic Feed Machine)
Grinder—Internal Cylindrical, Hydraulic Feed, for Hole and Face Grinding
Grinder—Surface, Rotary Table Type
Lathe—Multiple Tool, Not Automatic, Manufacturing Type Production Lathe
Milling Machine—Automatic and Manufacturing Knee Type
Milling Machine—Plain Bed Type, Horizontal Spindle Machines
Milling Machine—Vertical, Knee Type (Not Including Bench Type)
Polishing and Buffing Machine—Bench and Floor
Profiling Machine—Vertical, Fixed Bed Type, Single and Multiple Spindle
Tapping Machine—Vertical, Single or Multiple Spindle
Thread Grinding Machines
Thread Milling Machine
Turret Lathe—Ram Type, Plain and Universal

MACHINE TOOL SALES DIVISION

BELOW MARKET

NEW "FIXED PRICE" POLICY ESTABLISHED ON 31 TYPES OF SURPLUS MACHINE TOOLS

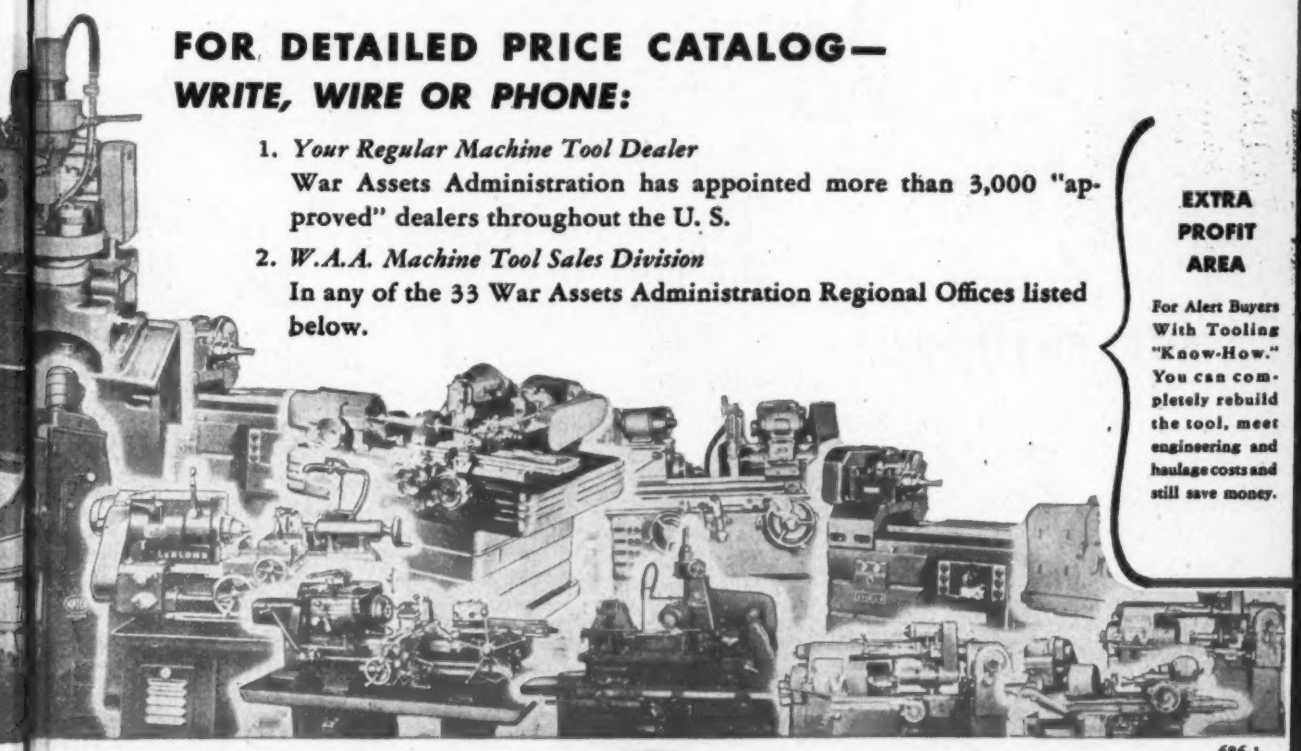
Here is good news indeed for the man who is trying to purchase general purpose production tools for replacement, reconversion or new enterprises. Now you can go into any of War Assets 33 Regional Offices, any machine tool site sale in the United States, or any approved War Assets Administration dealer and buy at the same fixed price, everywhere, the tools in these 31 groups listed at the left. No waiting for complicated figuring of prices, checks against priorities or other delaying factors. The tools are available in such quantity that your purchase can be cleared on the spot, and immediate delivery arranged.

But even more important is the principle under which the new low prices have been set. As the scale at the right indicates each price takes into consideration your costs of rebuilding the tool to new condition, engineering, service, etc. It is set well below the current market price for similar equipment sold on a full service basis. The differential is approximately 25% below market—enough for men with tooling "know-how" to realize a neat "extra" profit and at the same time acquire modern machine tools.

Plan now to check at once the detailed price and specifications list—now available in every War Assets Administration office (machine tool sales division) and the offices of your approved W. A. A. machine tool dealers.

FOR DETAILED PRICE CATALOG— *WRITE, WIRE OR PHONE:*

1. *Your Regular Machine Tool Dealer*
   War Assets Administration has appointed more than 3,000 "approved" dealers throughout the U. S.
2. *W.A.A. Machine Tool Sales Division*
   In any of the 33 War Assets Administration Regional Offices listed below.



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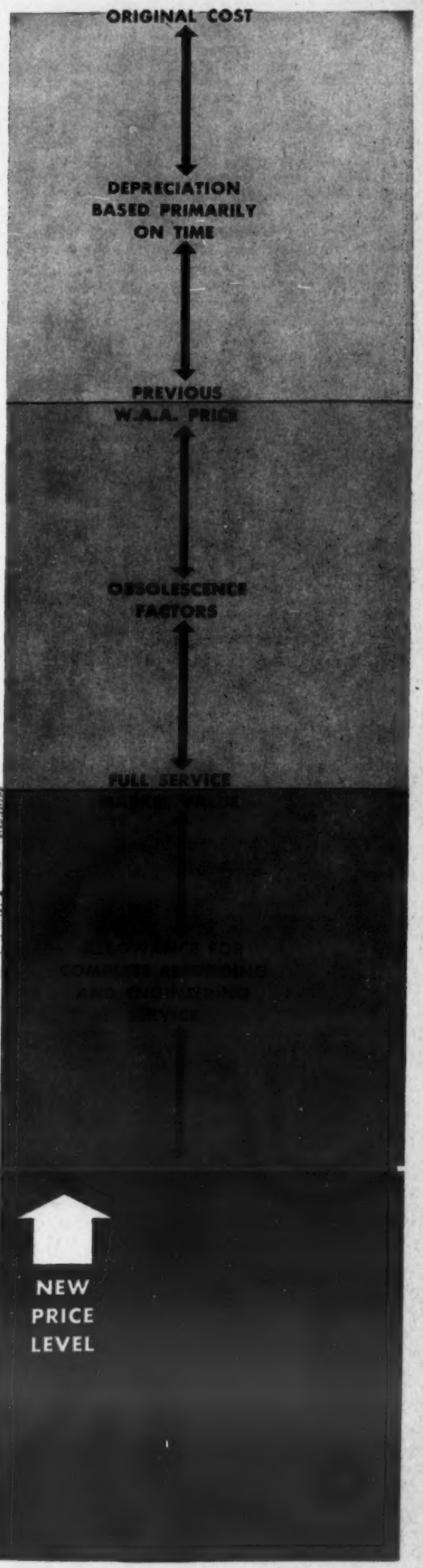
W. A. A.'s NEW PRICING PRINCIPLE



WAR ASSETS ADMINISTRATION

GOVERNMENT OWNED SURPLUS

Offices located at: Atlanta • Birmingham • Boston • Charlotte • Chicago • Cincinnati • Cleveland • Dallas • Denver • Detroit • Fort Worth • Helena • Houston • Jacksonville • Kansas City, Mo. • Little Rock • Los Angeles • Louisville • Minneapolis • Nashville • New Orleans • New York • Omaha • Philadelphia • Portland, Ore. • Richmond • St. Louis • Salt Lake City • San Antonio • San Francisco • Seattle • Spokane • Tulsa

Cut the Glamor

Simple, Direct Appeal for Industry Urged By Anderson at Fair Trade Session

NEW YORK.—Speaking at the annual luncheon forum of the members of American Fair Trade Council at the Waldorf-Astoria last week, John W. Anderson, president, declared that "industry has been the victim of its own mechanizations and, by the futility of its defensive expedients, has almost completely surrounded itself with eight-balls."

He asserted that "as a protest against enforced diversions from its creative and productive labors, industry has tossed substantial contributions into the treasuries of its trade associations, usually on staff assurance that a formula was available by which, as if by magic, and almost overnight, confusion long compounded in the public mind could be completely cleared.

"Dedication of generous funds is followed by incantations of modern medicine men. Master minds sit at desks and proceed at once to forget all they have learned in organizing distribution for the tangibles of industry.

"Millions of dollars spent at the so-called national level in brilliant advertisements offering a short course in Americanism have done the cause of industry in America vastly more harm than good. The growing predicaments of industry attest that fact.

"Such advertisements have been skilfully composed, usually in such form as would gratify their sponsors. The only man who needed the message perhaps shrank from it, if he saw it at all. Its very extravagance aroused his suspicions. He closed his mind—and the deskbound genius who created the campaign had left only his commissions to comfort him."

Reed Moves In

The Paul Reed Motor Co. (Ford), Sulphur, Okla., moved into new buildings last week valued at $50,000.

ALBERT J. BROWNING, vice-president and director of purchases for Ford, was awarded the Legion of Merit and a Bronze Star Medal for "exceptionally meritorious conduct in the performance of outstanding services while on special duty assignments in the European and Southwest Pacific theaters" in brief ceremonies at the Ford Rotunda, Dearborn, last week. Lt. Gen. Walton H. Walker, commanding general of the Fifth Army, Chicago, made the awards to Browning, who, as a brigadier general, directed all purchasing for the Army in the United States during World War II. In addition to the Legion of Merit and Bronze Star Medal, Browning holds the Distinguished Service Medal, awarded him by Lt. Gen. Lucius D. Clay in Germany in 1945.

U. C. Boosts Hit By Dealerships In Springfield

WORCESTER, Mass.—New car dealers, who also deal in used cars, last week criticized used car dealers who have raised the prices of the smaller, standard-make used cars with the removal of OPA controls. Some used car dealers have reportedly increased their prices as much as $200.

New car dealers took the stand that OPA prices for used cars were too high and that dealers have adhered to them because they were permitted to by law.

"Now," one dealer said, "the public is going to be choosy and not pay exorbitant prices. The price trend on used cars—even good ones—is going to be downward."

Six new car dealers said they had no intention of raising their used car prices above former ceiling rates. In fact, they said that they were going to sell some cars for lower than former ceiling rates. Used car dealers also have said that large cars and cars in poor condition will be sold for less-than-ceiling prices, but not small, standard-make cars in good condition.

"We have our future and our reputations at stake," another dealer said. "Many of the used car dealers might be called curbstone brokers, as they have no real estate investments, no repair shops and no established business as we have. They can afford to be rash and take their profits quickly.

"If you raise the price of a used car two hundred dollars," he said, "you're getting near the price of a new car; that is within a couple of hundred dollars of it. Customers are going to wait until they can get new cars, and refuse to pay the foolish price."

"It's just bad business to boost prices," another dealer said. "Back in July, when OPA was off, some dealers shot their prices up but it didn't help them in the long run. My concern lowered its used car prices four percent, and we did a lot of busiiness."

Goodwill Vital In Days Ahead, Klugh Warns

HARRISBURG, Pa.—(UTPS)—Warning dealers that the average customer repair job is quite certain to shrink toward the normal prewar level when new cars begin to dilute the service volume, Claude S. Klugh, manager of the Pennsylvania Automotive Assn., last week urged good public relations by the industry.

"Every time a dealer lets an owner, a prospect or an employe feel that he or she has been shortchanged in any way, he piles up future trouble for himself," Klugh said. "You never can tell just what form it will take, but sooner or later, a 'gripe' of that kind will react in a way that will hurt.

"More small jobs and fewer large ones will be the order after new cars become more plentiful," the PAA official said.

"Don't forget to thank owners for their service business," he concluded, "and give them double thanks when other owners come in through their boosting."

Express Rate Rise Effective Dec. 31

NEW YORK.—Dec. 13 a new scale of express rates will become effective at all 23,000 offices of the Railway Express Agency, it announced last week. Based on a recent decision of the Interstate Commerce Commission the new rates represent increases which, it is hoped, will permit the Express Agency to meet the higher wage scales which have been in effect since Jan. 1, and to offset the higher costs of materials, equipment and rents, the report stated.

New rates will represent an increase of 20 cents per 100 pounds on first class and 15 cents per 100 pounds on second class rates; with increases in minimum and graduated charges for packages weighing less than 100 pounds. No increase is proposed on rates for daily newspapers, milk and related products.

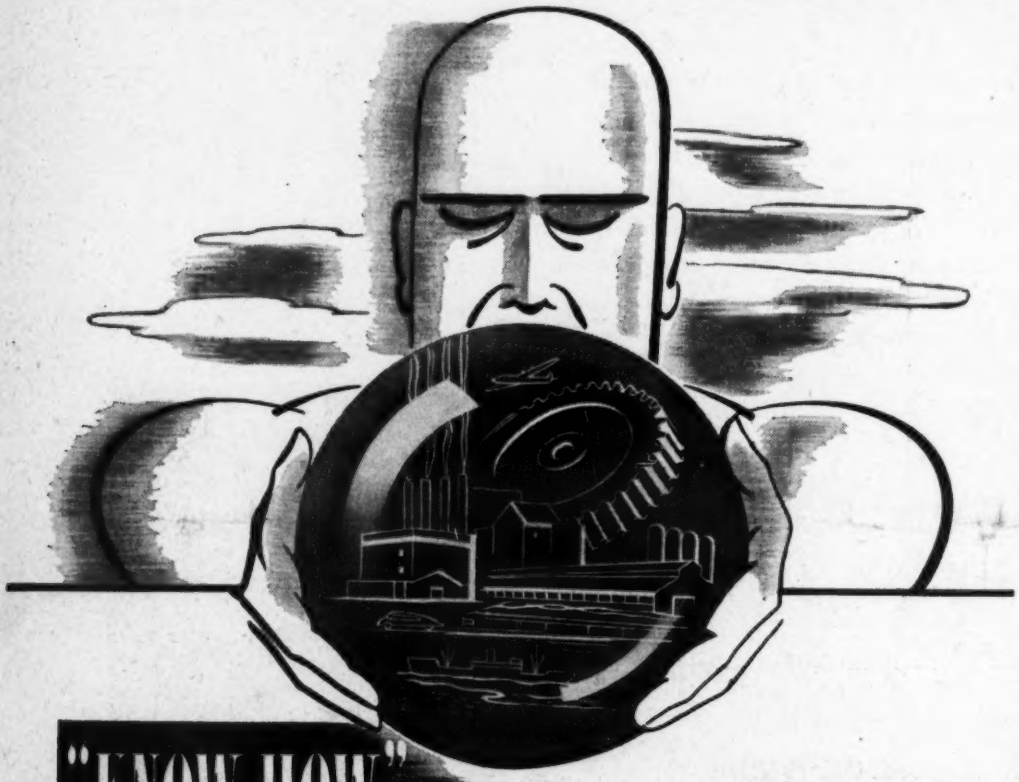
St. Paul Hoist Is Made Division of Gar Wood

MINNEAPOLIS.—St. Paul Hydraulic Hoist Co. has become an operating division of Gar Wood Industries, Inc. Hereafter, the Minneapolis plant will be known as the St. Paul Hydraulic Hoist division of Gar Wood.

In taking this action, Gar Wood has acquired all of the assets and has assumed all liabilities and responsibilities of St. Paul Hydraulic Hoist, according to C. W. Perelle, president.

Carney Appointed

Treadway Motor Co. (Chrysler-Plymouth), Dallas, Tex., announced the appointment of **M. G. Carney** as service manager.



"KNOW HOW" FACES THE FUTURE

Never before has equipment "know-how" been so important as it is today. Spiraling prices, fluctuating conditions, the off-balance state of supply and demand—all these combine to put tremendous pressure on men who are responsible for maintaining competitive values in their products.

Behind AC's wide variety of standard and special equipment units stand 38 years of "know-how"—38 years of designing and building, in peace and war and postwar periods.

Here is a body of seasoned experience which may help to solve your postwar problems. You, too, face the future.

Your inquiries are solicited.

AC SPARK PLUG DIVISION
GENERAL MOTORS CORPORATION

BUILDERS OF THESE QUALITY PRODUCTS

AIRCRAFT SPARK PLUGS • AIR CLEANERS • ANMETERS • CARBURETOR INTAKE SILENCERS • CARBURETOR INTAKE SILENCER AND AIR CLEANERS DIE CASTINGS • DIE CASTING MACHINES • BACK FIRE DEFLECTORS FLEXIBLE SHAFT ASSEMBLIES • FUEL OIL FILTERS • FUEL PUMPS • FUEL AND VACUUM PUMPS • GASOLINE GAUGES • GASOLINE STRAINERS IGNITION CABLE TERMINALS • INSTRUMENT PANELS • LUBRICATING OIL FILTERS • OIL FILTER REPLACEMENT ELEMENTS AND CARTRIDGES • AIR GAUGES • OIL GAUGES • RADIATOR PRESSURE CAPS • REPLACEABLE AIR CLEANER ELEMENTS • AUTOMOTIVE SPARK PLUGS • SPARK PLUG CLEANERS • SPARK PLUG GAPPING TOOLS • SPARK PLUG TESTERS SPEEDOMETERS • TACHOMETERS • THERMO GAUGES • VACUUM PUMPS

AC

Marine engines, fuel, lubricants, parts and accessories.

RICH, TWO-FOLD AUTOMOTIVE MARKET

Automobiles — that provide the transportation that has contributed greatly to the increase in boating.

Automotive advertisers find in Yachting an exceptionally responsive market. Yachting's readers, because they are boating fans, have *more* occasion to use automotive products . . . and have the means to buy the best.

Leading publication in the boating field in circulation and advertising volume.

Yachting

YACHTING PUBLISHING CORPORATION
205 E. 42nd Street • New York 17, N. Y.

TO ALL FORD DEALERS:

Simplex License Plate Holder Installed on 1946 Ford Front Bumper

Simplex plate holder wholesale prices are as follows:
(Excise tax included)
Lots of 10 to 50, each..... .60
Lots of 51 to 100, each..... .55
Lots of 101 or more, each..... .50

SAFE-T-BOLT
Box 724, Iowa Falls, Iowa

Dealer Merchandising

An Adman Gives Some Ideas to Avoid Advertising the Hard Way

EDITOR'S NOTE: *This series is designed to provide a refresher course in dealer merchandising. The first article is a general one to stimulate interest by citing examples of "advertising the hard way" in other businesses. The other articles will deal specifically with automobile dealerships.*

Before me, says W. E. Nattress, an advertising man in Statesville, N. C., is a newspaper ad in which three-fourths of the space is given over to social events and the gadding trips of personalities 25 years ago. That is of interest only to a few old timers of that vintage. Why a society column in a retailer's ad? It's too much like shooting at dead ducks.

No. 1 of a Series

The other night at a local motion picture house a restaurant ad flashed on the screen. The sales copy was good, but the picture of the meal was anything but tempting. Overheard was the remark of a lady to her companion, "I certainly wouldn't sit down to such a sloppy-looking meal." Whether the restaurant owner knows it or not, he is advertising the hard way —advertising for less, rather than more trade.

The value of advertising, as a sales stimulant, provokes many shades of opinion, swinging from one extreme to the other. Many small business concerns say they do not advertise because it does not pay off. They are wrong.

They do advertise, in some form or other, but they are doing it the hard way.

Again, the notion seems to exist among many business men that though advertising gives them a headache, still it is essential to move the goods on their shelves and manufactured products out of their factories to dealers and wholesalers.

Advertising the hard way is like a merchant trying to shoe a horse, and a blacksmith attempting to hold down a job of double-entry bookkeeping.

Elemental Forms

Very small concerns, which cannot afford newspaper and magazine space or employ the services of advertising experts, must rely upon the most elemental forms of advertising, such as tidy, sanitary stores, with prices neatly marked and prominently displayed.

Slow and discourteous service will drive away trade, as will useless arguments with customers, shoddy merchandise, and failure to extend customers a cordial greeting. These cost nothing in money, but they are vital features to successful merchandising.

Their absence is advertising your business the hard way. You might as well hang a "Keep Out" sign on your front door than one reading "You're Welcome."

Courteous service, quality merchandise, and cordial reception must also back up the advertising in newspapers, magazines, booklets, catalogs, and other forms of the printed word.

When you are worried over an advertising problem, there is always a way out; the easiest way is to take an aspirin from the experience of others in your own line of business.

Dealer's Idea

While attending a Chicago automobile exhibit, an auto dealer noted that as interested male buyers listened to an exhaustive sales talk on the technical specifications of the car, the women folks were discussing the upholstery and gadgets in its interior. And since the little woman often has the deciding voice in the selection of a car, the sales talk was largely advertising the hard way.

Upon his return home, the dealer started a profitable sales campaign at housewives about the feminine refinements of his line of cars. Of course, that was a few years back when car production and competition were at their peak, but those days will come again, and every alert automobile dealer should fortify himself with a feminine prospect list, to avoid advertising the hard way.

Drugstore advertising is all pretty much the same—trite phraseology that elaborates on many years in business and skill in compounding drugs. Said a druggist recently, when he was approached by a solicitor for a newspaper ad, "Oh, what's the use? I've been running ads week after week for years, and very few people who come in the store ever read them. I need more every-day cash customers, not the stay-at-home trade that waits until it gets sick before they remember me." More every-day cash customers, eh, to patronize the soda fountain and look over the large stock of trinkets, confectionery, costume jewelry and cosmetics.

The idea was suggested for him to run an ad offering a credit of 10 cents to every person presenting a nickel bearing date of 1913. Every teen age boy and girl in the community began scurrying for 1913 nickels. The result was immediate and astounding. Just a suggestion to tickle the ingenuity of those advertising the hard way.

Bank Example

Bank advertising is mostly confined to the same monotonous tone; when you read the ad of one bank you read all of them: Stability, so much reserves, courteous treatment, long experience.

To focus particular attention on its daily newspaper ads, a banker listened to the suggestion to insert a first event happening in the industrial and historical progress of the nation in the body of the ad, as an educational attraction for school children and teachers, which would be of interest to business men. These ads ran for a year, invoking widespread comment, and did much to take out the dullness of bank advertising the hard way.

A tractor dealer, when the Fordson came on the market, tried considerable newspaper publicity to impress farmers with the economic value of the tractor in plowing. It met with indifferent success.

Whereupon a folder was gotten up entitled "A Barnyard Chat with Mr. Ford." On the front outside cover was a picture of a colored farm hand running away from a picture of the tractor, and crying out over his shoulder, "Good-bye, Mr. Fordson, I'se gwine away from heah right now."

Supplementing this mailing to

(See EXAMPLES, Page 24, Col. 4)

Instrument panel dials made of lustrous PLEXIGLAS catch car buyers' eyes . . . when they first look inside. . . . The gem-like beauty of this transparent plastic is bound to attract.

That's one reason PLEXIGLAS is being relied upon more and more by automotive designers. . . . They also like its rugged strength, light weight and shatter-resistance . . . the way it can be so easily molded into a variety of useful and smart accessories . . . its crystal-clear transparency which does not cloud or discolor and which permits efficient edge-lighting.

Among the many practical and proven uses of PLEXIGLAS, are radiator ornaments, horn buttons, instrument lenses and dials, escutcheons, tail lights, interior or exterior trim.

For detailed information, call or write our Detroit representative: W. E. Biggers, 819 Fisher Building, Madison 1500.

PLEXENE M

A promising new modified styrene co-polymer molding powder . . . weather resistant . . . heat resistant . . . gasoline resistant . . . available at recently reduced prices. Ask for details.

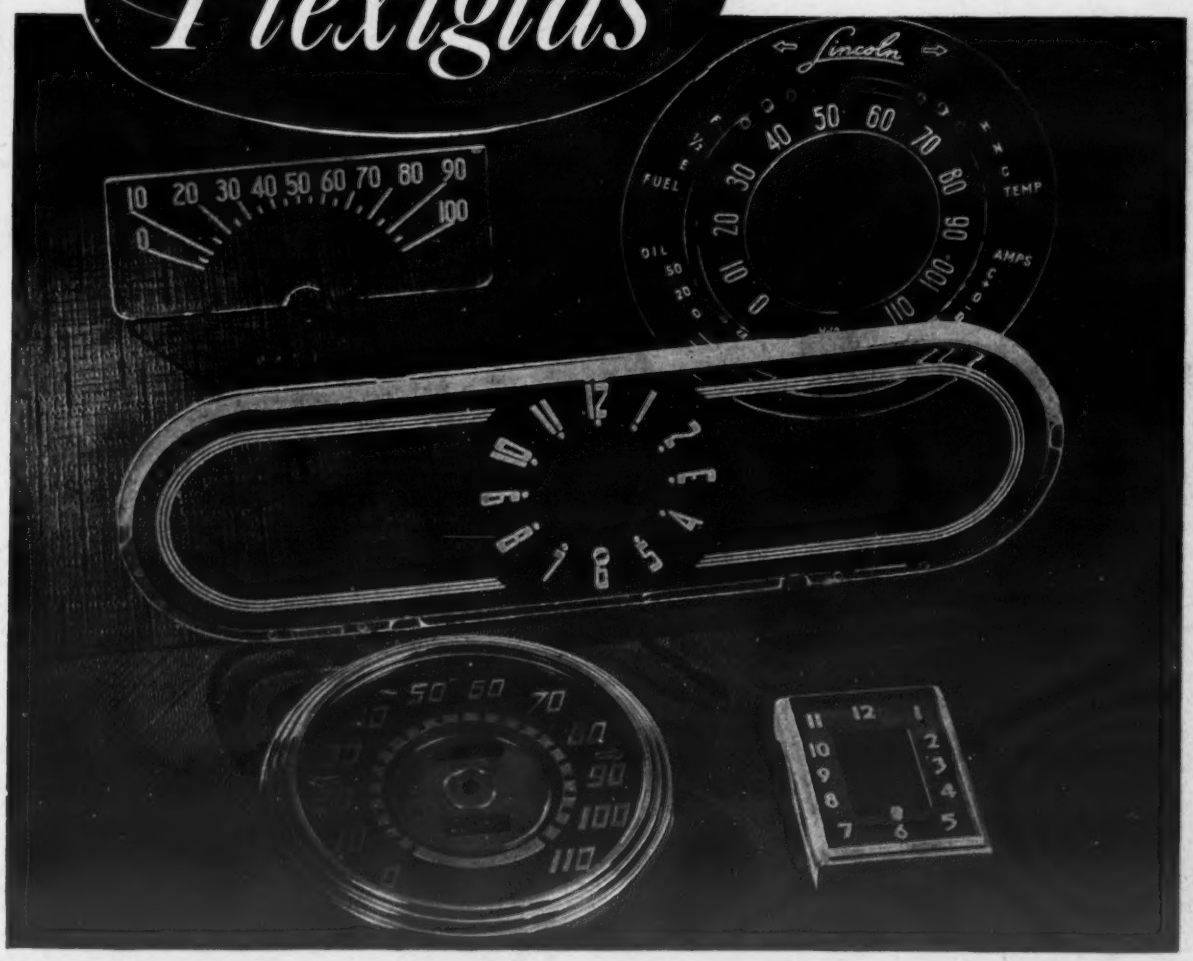
STYLING IN DIALING —WITH *Plexiglas*

Only Rohm & Haas Makes

Plexiglas

Acrylic Plastic Sheets and Molding Powders

PLEXIGLAS *is a trade mark, Reg. U. S. Pat. Off.*



ROHM & HAAS COMPANY

WASHINGTON SQUARE, PHILADELPHIA 5, PA.

Manufacturers of Chemicals including Plastics . . . Synthetic Insecticides . . . Fungicides . . . Enzymes . . . Chemicals for the Leather, Textile, Enamelware, Rubber and other Industries

Auto Personnel

Stevens of IHC Truck Export Heads AMA Committee

C. E. Stevens, manager of motor truck sales, foreign operations division, International Harvester, has been appointed chairman of the export committee of Automobile Mfrs. Assn., George W. Mason, president, announced last week. Stevens has been connected with the company's truck business since 1925. In 1944, he was appointed to his present position.

C. E. Stevens

C. N. King, director of International's foreign operations, has announced the appointment of **Paul H. Wood** as assistant manager of motor truck sales. Wood will assist Stevens in administering truck business abroad. Wood has been with the company many years in motor truck sales work and joined the foreign operations division upon his return. He is just back from the European theater.

• • •

Simek Named Plant Engineer For Chrysler Division

David A. Wallace, president, Chrysler division, announces the appointment of **Carl E. Simek** as plant engineer. He succeeds Harry E. Watterson, who died last month. Simek has been with the Chrysler division in various capacities connected with engineering for more than 20 years.

His college education ran concurrently with his early years at Chrysler. He became a student draftsman in the co-operative course in 1926 and was made a regular draftsman in 1930. His next step was to plant layout engineer in 1934. This was followed by an appointment as chief plant layout man in 1937 and as chief plant layout engineer in 1939. He became an assistant plant engineer in 1942.

• • •

Munroe Takes New Post With Harry Ferguson

Marshall E. Munroe, regional sales manager for Harry Ferguson, Inc., has been promoted to central regional manager, according to Philip C. Page, general sales manager.

He will be in charge of distribution in the central states. The Michigan distributor is Ford-Allen Co., 14401 Ford Rd., Dearborn.

Munroe joined the firm in 1939 as factory representative at Cleveland. He later was transferred to Detroit where he served successively as chief inspector, purchasing agent, assistant to director of procurement, central regional parts manager.

• • •

Two District Managers Named by Ford in East

Promotion of **Harvey G. Shelley** and **Morris L. Hill** to the position of assistant manager of the Ford Motor Co. district sales office at Norfolk, Va., and Cincinnati, respectively, has been announced by **Walker A. Williams**, Ford general sales manager.

Shelley was transferred to the position at Norfolk from the field sales organization of the Lincoln-Mercury division. Hill has been sales manager of the Cincinnati district.

• • •

General Tire Names Stanley To Train Sales Personnel

Responsibility of training distributor sales personnel and also directing truck tire sales in the central division of the General Tire & Rubber Co. has been assigned to **J. Paul Stanley**, it was announced last week by Charles L. Howes, central division sales manager.

• • •

Sloan, Hoffman Reelected To Conference Board

Alfred P. Sloan jr., chairman, General Motors Corp., was reelected counselor of the National Industrial Conference Board at its 28st meeting here. Sloan has served on the board since 1941.

Board members reelected at the meeting included Paul G. Hoffman, president, Studebaker Corp. Affiliated organizations whose designated representatives were elected or reelected as board members included: Automobile Manufacturers Assn., Alfred Reeves, advisory vice-president of the association, and Edgar W. Smith, vice-president, GM Overseas division.

• • •

Three Additions Made To Schrader Sales Staff

Three additions to its sales force were announced last week by A. Schrader's Son, division of Scovill Mfg. Co., Inc. **Arnold C. Carlson** has been appointed district manager of the Minneapolis territory and will cover North and South Dakota and Minnesota. Prior to his service in World War II, Carlson had extensive experience in the tire and automotive industries.

Robert C. Farrar, who was recently appointed district manager of the Baltimore territory, also has a background of sales experience in the tire and automotive field. **Richard T. Clements**, another veteran of World War II, has completed his sales training course at Schrader's Brooklyn headquarters and has traveled extensively through Texas with **A. E. Fay**, Texas district representative, doing sales promotion work. At present, Clements is obtaining further experience in the Kansas City territory with Mr. Bancroft, who has represented Schrader in that area for many years.

• • •

Anfin Promoted by Ford At Chester, Pa., Office

The promotion of **R. R. Anfin** to district manager in charge of the district sales office, Chester, Pa., was announced last week by J. R. Davis, vice-president and director of sales and advertising for Ford. Anfin was previously assistant district manager under **C. R. Beacham**, who in recent years has served in the dual capacity of regional manager of the southeastern area and district manager, with both offices located at Chester.

The appointment of Anfin is consistent with the company's program of decentralized responsibility and authority, and will enable Beacham to devote his entire efforts to the management of Ford and Lincoln-Mercury southeastern regional sales activities. Anfin joined Ford in 1925 at Omaha. He has had a varied sales experience, including positions of zone traveler, sales school instructor, sales promotion manager, and Lincoln-Mercury division representative. He was Lincoln-Mercury representative for the Dearborn district sales office when promoted to assistant district manager at the Chester office in June, 1941.

BRASSHATS OF CHEVROLET take time out in Southern California to make plans for the future. Discussing local conditions in Southern California are the following, left to right: J. L. Connell, regional manager for Chevrolet; Tom Keating, general sales manager; Nicholas Dreystadt, general manager; Gus Culbertson, zone manager, and George Slocum, publisher of Automotive News.

• • •

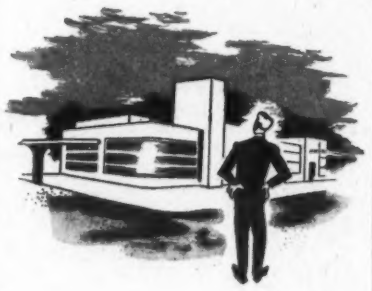
O'Donohue Transfer

Promotion of **C. H. O'Donohue**, Houston district of the Ford Motor Co., to district manager of the Chicago district, has been announced by L. W. Smead, western assistant general sales manager.

here's why we say:

• Funds aren't all you receive through the "Helpful Hand"... for Universal C. I. T. has the advantage of 30 years experience in the automotive industry... and as a result, this friendly organization is geared to meet your specialized needs with individualized plans. A coast-to-coast network of hundreds of Universal C. I. T. offices renders on-the-spot service to dealers and car-buyers alike.

1. **THERE'S MORE . . . FOR YOUR BUSINESS!**



You'll find the "Helpful Hand" invaluable in solving many business problems. For example: If you need additional funds to expand your business, buy out a partner or for some other sound business purpose, there's a Capital Loan Plan to help you. If you need new or more equipment for your service department, it's likely the Shop Equipment Plan will fill the bill to perfection. Then, too, the Surplus Motor Vehicle Finance Plan, another unique Universal C.I.T. service, is offered for your benefit.

2. **THERE'S MORE... FOR YOUR SALES PROGRAM!**

See how the "Helpful Hand" helps your sales program! First, by a considerable reduction in wholesale interest rates, Universal C. I. T. helps you feature a full line of cars at lower cost. Then, through the "Helpful Hand," you are protected by the broadest form of wholesale insurance available anywhere. In addition, Universal C. I. T. offers you a saleswise Demonstrator Plan.

Auto Personnel

Adams Named Director Of Crosley Purchases

Appointment of **Allen M. Adams** as director of purchases for Crosley Motors, Inc., is announced by President Powel Crosley jr.

Allen M. Adams

Adams recently resigned as manager of purchases for Perfex Corp., Milwaukee. He has also served as director of purchases for Massey-Harris Co., Racine, and as general manager of Adams Mfg. Co.

* * *

Brown, Vallet and Mohr Begin South American Tour

Stuart F. Brown, director of exports, American Brake Shoe Co., left New York Nov. 9 for an extended trip throughout South America, Panama and Cuba. He is scheduled to return in March.

The company's resident regional managers in Latin America, **J. F. Vallet** and **W. J. Mohr**, will travel with Brown.

* * *

ABC Appoints Tibbitts District Manager in N. H.

Appointment of **Walter G. Tibbitts** as district manager of New Hampshire, for American Bank Credit Plan of auto financing, sponsored by American Installment Credit Corp., was announced last week from Boston headquarters by Charles O. Baxter, regional manager.

Tibbits is widely known in the field of consumer credit through his long association with Household Finance Corp. and Universal CIT Corp. With headquarters in Nashua, Tibbitts will begin servicing automobile dealers in Hillsboro and Rockingham counties for, and in conjunction with, the following banks: Indian Head National Bank, Nashua; Rockingham National Bank, Exeter, and Wilton National Bank, Wilton.

* * *

Dayton Rubber Names Clarke Vice-President and Director

M. H. Clarke has been appointed vice-president and director of manufacturing of the Dayton Rubber Mfg. Co.

"Clarke's appointment to the new position is in keeping with Dayton Rubber's program of streamlining operations and supplementing the administrative staff to meet the needs of our expanding business," Freedlander said in making the announcement.

The new vice-president's duties will include responsibility for the Engineering, Production, Laboratory, Traffic, Safety and Plant Protection divisions in all of the company's operations.

Prior to joining Dayton Rubber, Clarke was president of the Lake Shore Tire and Rubber Co., Des Moines, Ia. A graduate of the Georgia School of Technology, Clarke has spent many years in engineering and manufacturing activities and is well known throughout rubber industry circles.

He will assume his new duties today.

* * *

Harvester Transfers Rooks To Birmingham Branch

International Harvester has announced that **Monroe Rooks**, former motor truck branch manager at New Orleans, has been transferred to the Birmingham, Ala., general line branch in the same capacity. Rooks will replace **P. H. Baker**, former manager at Birmingham, who will establish his own dealership at Macon, Ga., handling International Harvester equipment.

R. E. Solberg, former assistant manager of Harvester order and distribution department, has resigned to engage as an International Harvester dealer at Elk Point, S. D.

* * *

Meitzelfeld Named by Dietz As Utica Credit Manager

Paul J. Meitzelfeld has been appointed district manager for Utica, N. Y., sales district, it was announced by **Arthur O. Dietz**, president of Universal C. I. T. Credit Corp., New York.

Dietz also announced the opening of new branch offices in the following cities: Philadelphia, Pa., **George L. Michaels**, manager; Detroit, Mich., **Lawrence M. Harper**, manager; Bowling Green, Ky., **Thomas L. Allen**, manager; Dyersburg, Tenn., **John J. Darragh**, manager; Albuquerque, N. M., **Foy Leon Brantley**, manager, and Huntington Park, Cal., **Charles O. Mower**, manager.

* * *

Greenhill Reelected Head Of Acklin Stamping

At the annual meeting of the stockholders of Acklin Stamping Co., **F. Cyril Greenhill** was reelected president. Other officers named are as follows:

Executive vice-president and treasurer, **Alvin E. Seeman**; vice-president in charge of manufacturing, **Harry F. Smith**; secretary, **George F. Medill**; assistant treasurer and assistant secretary, **DeWitt L. Mielke.**

The following members of the board of directors were reelected: **F. Cyril Greenhill, Alvin E. Seeman, George F. Medill, Roy W. Kraft. Harry F. Smith** was elected a new member of the board.

* * *

War Department Cites Case For Wartime Services

Presentation of a citation from Army Ordnance for outstanding engineering service rendered during war years was made to C. R. Case, off-the-road tire design manager for Goodyear Tire & Rubber Co., by E. J. Thomas, president.

Bearing the signatures of Secretary of War Robert P. Patterson and Lieut. Gen. L. H. Campbell, jr., chief of ordnance, the citation read, "The War department expresses its appreciation for patriotic service in a position of trust and responsibility."

* * *

Kibiger, Formerly at Hudson, To Direct Willys Styling

Arthur H. Kibiger, an engineer and stylist of 21 years experience, has been named director of styling for Willys-Overland, Delmar G. Roos, vice-president in charge of engineering, announced last week.

A. T. Kibiger

Kibiger has for the past 12 years been assistant chief designer for Hudson. Prior to that he was associated with Auburn Automobile Co., entering the automotive field with that organization following an association with a number of Indiana architectural firms.

* * *

Shields Joins NHUC

Randle P. Shields will succeed **W. G. Jamison**, who due to ill health has resigned his post as Pacific Coast regional representative of National Highway Users Conference, **Arthur C. Butler** announced last week. Shields' appointment will become effective as of Oct. 1. Shields was formerly manager of the Chamber of Commerce of San Mateo, Calif. His work included the launching of campaigns toward highway improvement and toward the solution of urban parking and traffic safety problems. Previously he had served with the publicity director of the San Francisco Chamber of Commerce.

* * *

Darden on Rubber Board

Colgate W. Darden jr., chancellor of the College of William and Mary, Williamsburg, Va., last week was elected a director of United States Rubber. Darden, an attorney, was a member of the Virginia General Assembly two terms, 1930 to 1933, a representative in Congress, and governor of Virginia for the four-year term which expired last January. Darden succeeds **Lammot du P. Copeland**, of Wilmington, Del., who has been a director since 1940.

* * *

Sheppard Named

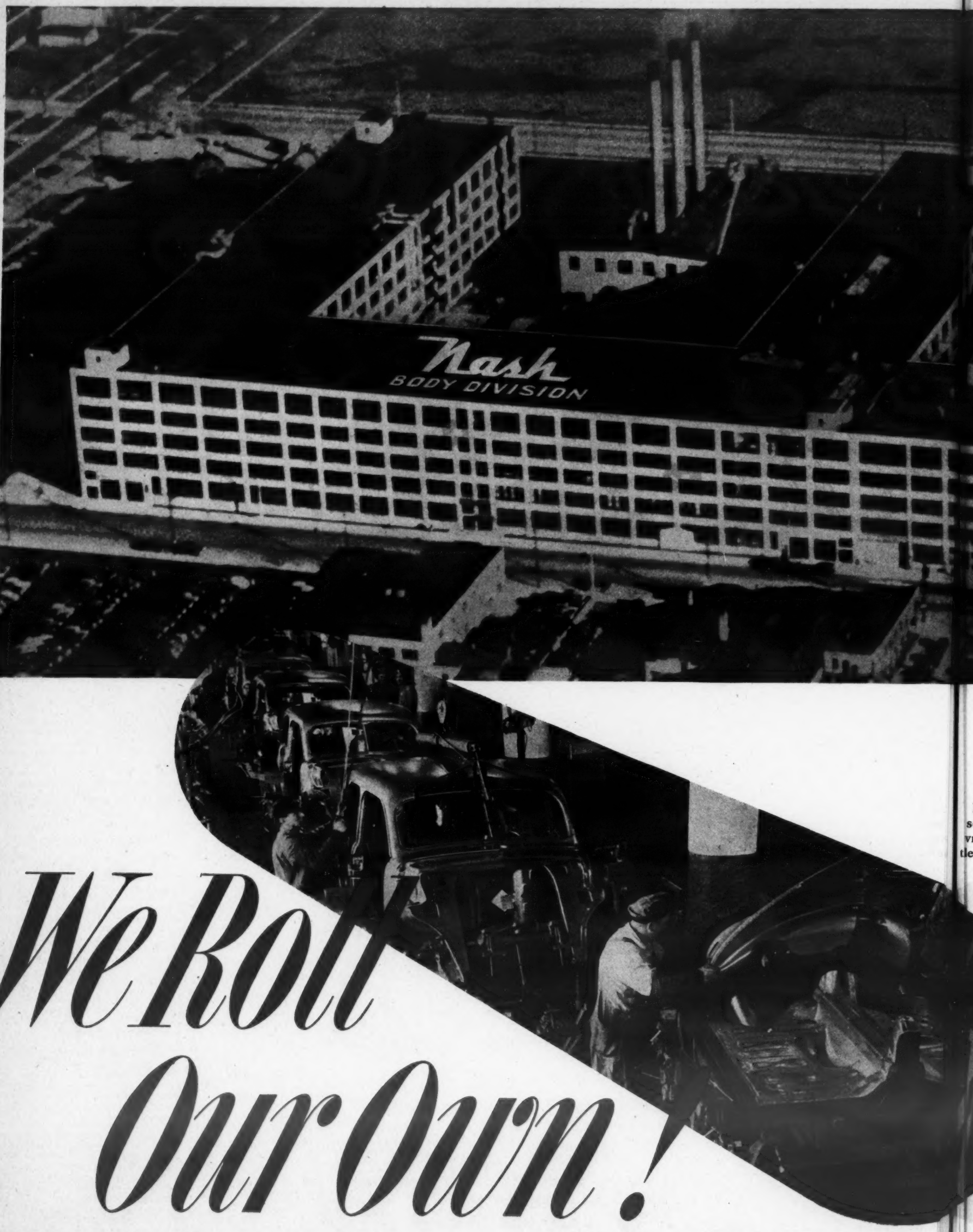
Appointment of **M. E. Sheppard** as general assistant controller of Ford Motor Co. is announced by **L. D. Crusoe**, vice-president and director of planning and control.

3. THERE'S MORE...FOR YOUR CUSTOMERS!

Put yourself in the car-buyer's place for a moment. Wouldn't you finance and insure your car where you received nation-wide *protective* services? Wouldn't you prefer to do business with a dealer who enabled you to accomplish all this in *one* transaction? Vital "Helpful Hand" protective services contribute towards your customer's *security and peace of mind while motoring anywhere in the U. S. A.* For your customer's added convenience, Universal C.I.T. offers Seasonal Payment Plans, Rewrite and Refund Plans and a CARepair Plan. So, there is more to financing than money!

For complete details consult your Universal C.I.T. representative. There is a local office near you.

UNIVERSAL C.I.T.
UNIVERSAL C. I. T. CREDIT CORPORATION
ONE PARK AVENUE, NEW YORK



We Roll Our Own!

High, wide and handsome on its twenty-acre site in Milwaukee stands one of the largest body-building plants in the world.

Here, in seven roaring miles of massive machinery, you'll see the newest engineering know-how. The first "merry-go-round" assembly line, exclusive with Nash—and the latest wrinkles in welding. Gun welders that marry the many parts of a body in one hissing second.

Here you will feel the relentless throb that has the ability to pull together the thousands of different pieces of steel, glass, and fabric . . . and delivers a shining new Nash body every 70 seconds of a working day.

And here, we contend, are the best craftsmen in the art of building an automobile body. Men, born and bred in the hometown of Milwaukee, who measure their skill not in terms of a job—but by a *tradition*, a tradition that has lived in their families since 1846 when the seed of the great Seaman enterprise was planted.

It's ours, all ours, and we at Nash are proud of it—proud that it's the key-pin in a widely growing network of plants that will soon service all of North and South America.

• • •

Yes—we roll our own at Nash. Roll our own bodies. Make our own engines. Make our own transmissions, axles and every other major component that goes into an automobile.

In this respect we are admittedly old-fashioned: we like to do the job ourselves and be *sure* that the quality goes in.

Take rust-proofing, for instance. Because we do it ourselves in our own factory we can afford to bonderize *every piece* of sheet metal that goes into a Nash, making every Nash body rust-resistant inside and out. It costs us more . . . but have you noticed how grand those pre-war Nash cars look on the street today?

Yes, we roll our own. Another reason why so many are saying—this year, more than ever before—that "You'll be Ahead with Nash!"

Nash Motors

Division of Nash-Kelvinator Corporation, Detroit 32, Mich.

YOU'LL BE AHEAD WITH Nash

A MODEL OF THE AUTO LIFT, devised by Hawkins Engineering Co., Los Angeles. Each 500-car unit, with elevators, turntables, power lines and meters is estimated to cost about $500,000.

AUTOMOTIVE WASHINGTON

Many Labor Decisions Faced by High Court

By William Ullman
Washington Correspondent

NOW THAT THE SUPREME COURT has gone back into session for the fall and winter, considerable attention is focused on several important labor issues. Among them are:

Whether the National Labor Relations Board has power to require department stores to allow solicitation of union members on the property, provided it is off the selling floors and on non-working time.

Whether an employer, to protect his rights in challenging an employe's vote in an NLRB election, must make the challenge before the votes are counted.

Whether NLRB can properly, as a matter of due process, find a union company-dominated, even though employe testimony shows it was their voluntary choice.

William Ullman

Whether a state labor relations board has jurisdiction over a company engaged in both interstate and intrastate commerce.

Whether a veteran's rights to seniority after his return to work pursuant to the Selective Training and Service Act continues for longer than one year.

Whether a union can agree with employers in an industrial area to ban material purchases from distributors whose wage rates and working conditions do not measure up to the union contract without liability under the anti-trust laws.

* * *

Oregon Ruling Shows Extent Of Labor Union Strength

IT WOULD BE well for employers to scrutinize carefully a recent Oregon Supreme court decision which shows the distance our laws have gone to protect union labor when it seeks to organize a plant even against the employes' wishes.

The case, Peters v. Central Labor Council, is doubly important because it involves application of a state anti-injunction law patterned almost verbatim after the federal Norris-LaGuardia Anti-Injunction Act.

The company sought an injunction to stop picketing by the union after the employer had refused to execute a closed shop contract. The record showed that the employes were satisfied and "none of them desired to join a union."

Relying on federal court decisions on the Norris-LaGuardia Act, the Oregon court ruled that the campaign of the union and the insistence of the employes on not joining the union created a labor dispute and peaceful picketing connected with it could therefore not be enjoined.

The court granted that had the picketing been for an unlawful purpose an injunction should have been issued. The original insistence on the closed shop, however, which would have been illegal without a union majority, could not later preclude the union from picketing to accomplish unionization by lawful means.

The only part of the decision of comfort to employers is that which disapproved a practice of the union to follow trucks making deliveries to the employer's customers. The court held that the practice smacked of intimidation and that unless the union discontinued it, application for injunctive relief might be made.

* * *

Few Citizens Willing to Scrap American Enterprise Plan

A REPORT ON the functioning of the American competitive enterprise system was made public last week by the Chamber of Commerce of the United States.

Issued by the Chamber's Economic Research Department, it points out that few Americans are willing to scrap the enterprise system for some unknown, nebulous over-all planning or socialist system.

Certainly that statement is borne out by the results of the national Congressional elections. Never was a more emphatic verdict registered at the polls in favor of competitive enterprise.

Facts about the American enterprise system set forth in the report include the following:

Business profits after taxes generally do not average more than 4.5 to 5 cents per dollar of sales and dividends are only about half of this profit, with the other half going into reserves and new investment. Net profits of all corporations during the lush war years were only about 7 percent on the net worth of these concerns.

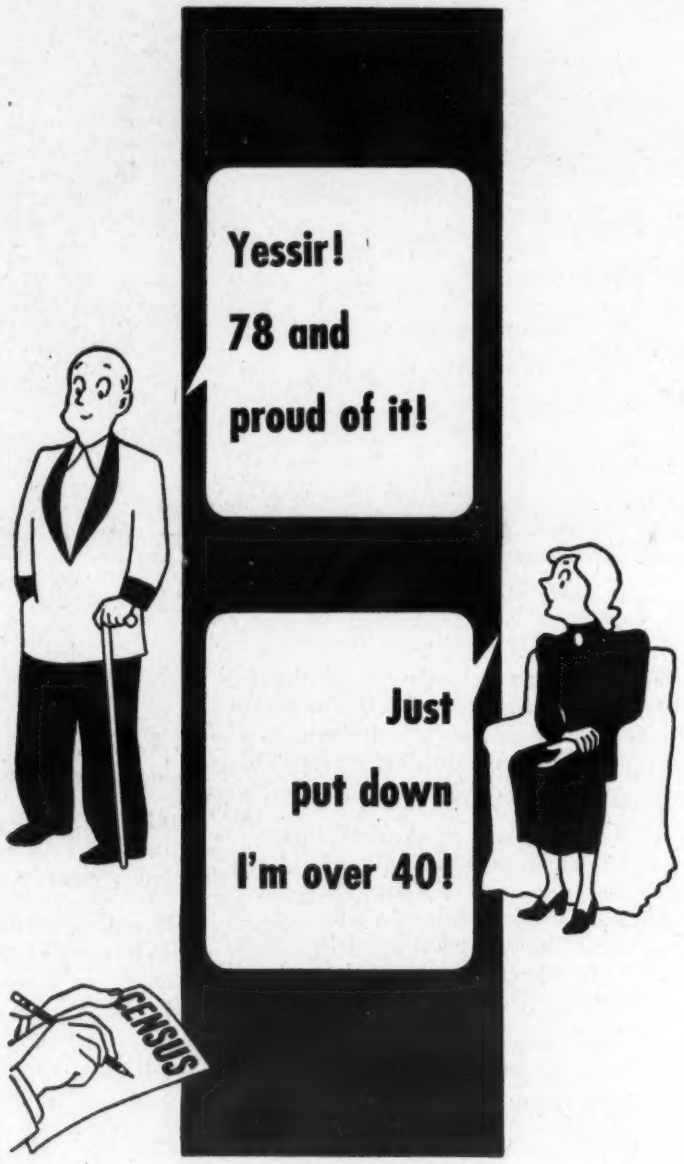
At pre-war prices, about $5,000 to $6,000 was required for investment in plant facilities and working capital to create a self-sustaining job in the economy.

Profit, the spark of enterprise, is the prime source of capital for industrial expansion and the profit motive through history has been the most potent incentive to economic advance.

Government records of wages and prices show that from 1840 to 1930 hourly wages rose sevenfold while prices actually rose only about 20 percent.

Morrison-Hartke Opens

Morrison-Hartke Motors (Kaiser-Frazer) has opened its new dealership in Oregon City, Ore.



Whether it's their age—or their families' automobile—women take a different view of things. But they see selecting a car your way if you put it their way, and in women's favorite magazine—

Ladies' Home Journal

THE MAGAZINE WOMEN BELIEVE IN

The Other Side of the Picture

By Fred Kempf

In the Hopper

Pressure Mounts in Calif. For Gasoline Tax Boost

As the opening of the 1947 session of the California legislature draws closer, the drums are beating louder for a gasoline tax increase.

Belief that a 3-cent gasoline tax rate increase is necessary to finance an adequate highway construction program was expressed by state senator Randolph Collier, chairman of the legislative fact finding committee at a hearing conducted recently in Fresno.

* * *

Gas Assn. Chief Opposes Increase in W. Va. Tax

Opposition to any increase in West Virginia's gasoline tax to finance secondary road improvements has been expressed by C. W. Cooper, president of the West Virginia Petroleum Assn.

Financing of such a program through a gasoline tax increase, he said, would "mean a substantial jump in the average West Virginia motorist's highway tax bill, already $71 a year." He said it was estimated that $70 annually would be added to the percentage cost of every car and truck registered in the state.

* * *

Sales, Personal Tax Called Last Resort by Neb. Group

Enactment of a sales or personal income tax in Nebraska, if necessary, to finance state aid for schools was approved in a resolution adopted by Nebraska Farm Bureau Federation.

The resolution advocated, however, that before resorting to such forms of taxation, an attempt should be made to "compel all taxable real and personal property to pay their just share based on nearly actual valuation with practically no exemptions."

* * *

Ariz. Sales Tax Declared Void on Outstate Sales

F.O.B. sales by firms within Arizona "which involve the transfer of title or possession of tangible personal property outside the state" are not subject to the state sales tax, it has been ruled by the Arizona Supreme court in reversing itself in the long-contested Pratt-Gilbert Hardware Co. sales tax case.

Observers pointed out that under the new interpretation of the law, a business firm may arrange with an out-of-state manufacturer or distributor to ship direct to an Arizona buyer or consignee any given kind or quantity of goods or merchandise and such shipments would be exempted from the Arizona sales tax.

Arizona dealers or firms arranging such shipments presumably could collect their customary commissions thereon without payment of the tax despite the fact that they would, in effect, be the purchaser.

* * *

Wis. Wage Levy Urged

Enactment of a state tax on gross income to raise $45,000,000 annually for school aid will be urged upon the 1947 Wisconsin legislature by groups which have been studying education legislation, it has been announced by the state department of public instruction. The proposed tax would be levied at the rate of ¼ of 1 percent on wholesaling and 1 percent on all other income.

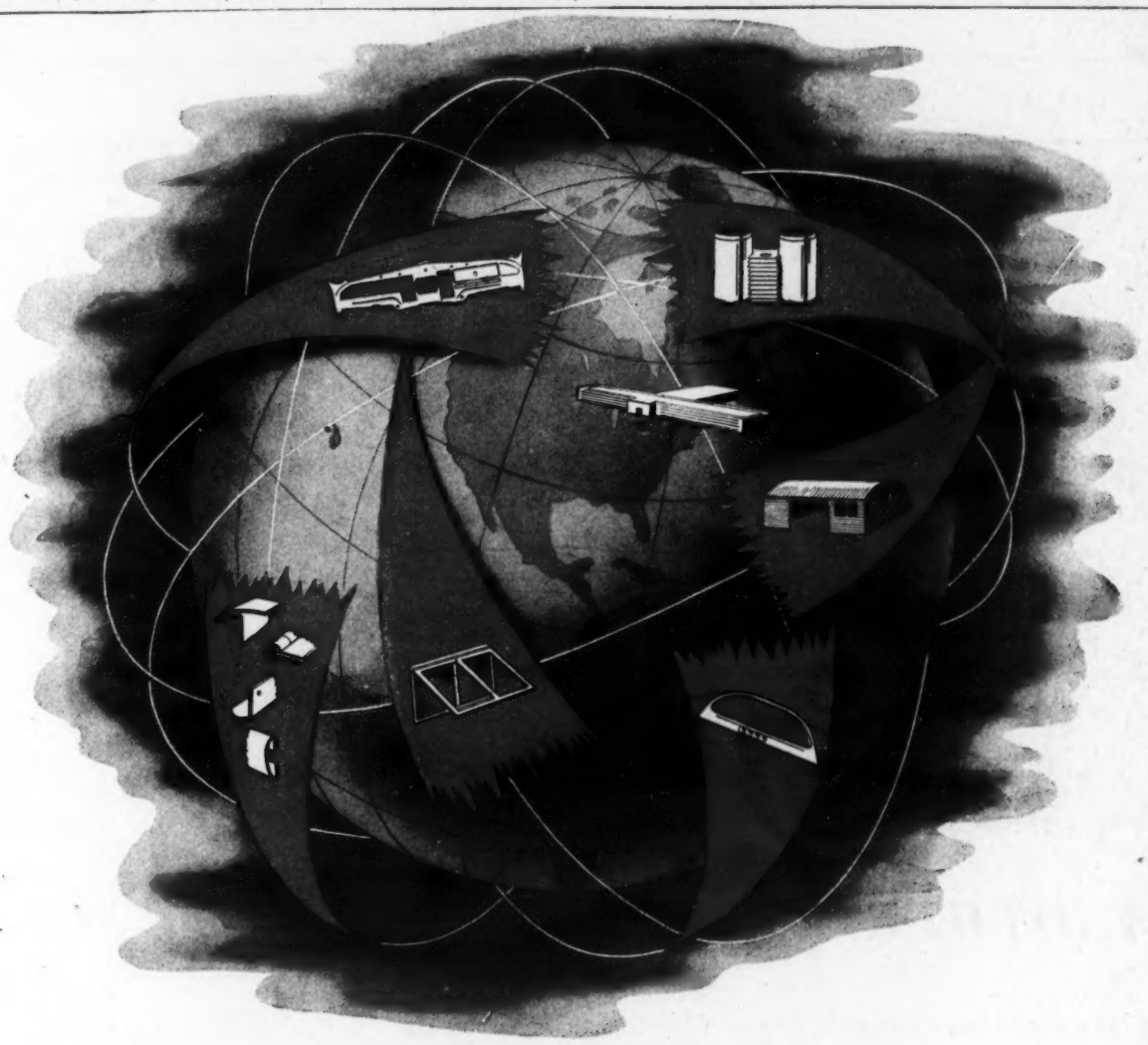
Almond Motor Opens

Almond Motor Sales, Tipton, Ind., has opened at 111 W. Madison St., as the direct factory distributor for Diamond T.

business men

Everybody knows that most of the 800,000 Elks are business men! Owners, partners, executives, supervisors, managers, wholesalers, jobbers, retailers; small business and large.

THE Elks MAGAZINE



The name of MOTOR PRODUCTS CORPORATION symbolizes world-wide acceptance in an era of progressive design and improved performance.

The beauty and elegance of richly grained garnish moldings in your car's interior. The comfort and convenience of front and rear door ventilators. The revolutionary "Deepfreeze" Home Freezer made by MOTOR PRODUCTS for better living everywhere. The steel ribs of Quonset huts . . . miscellaneous stampings in trucks and trailers, cars and planes . . . the scores of other new and improved developments attained through research and engineering skill. All scientifically engineered by MOTOR PRODUCTS for a changing world of electronics and atomics.

MOTOR PRODUCTS CORPORATION

DETROIT MICHIGAN

NORTH CHICAGO ILLINOIS

WALKERVILLE ONTARIO, CAN.

Dealer Doings

Chicago Nash Takes Over Former Packard Branch

The large three-story building at 2357 S. Michigan Ave., Chicago, formerly the Packard branch headquarters, is now the home of Chicago Nash, Inc.

The firm, headed by **Ralph Scheu,** who has been identified with Nash for the past 22 years, held its formal opening recently. The first floor is devoted to new car sales and quick service, the second to used-car sales, and the third to shop work.

* * *

Wilkins Named President Of New Norfolk Firm

The Virginia corporation commission has granted a charter to Norfolk (Va.) Motor Co., Inc., which is authorized to deal in automobiles, motorcycles and airplanes with an authorized maximum capital of $100,000 and a minimum capital of $10,000. **Walter J. Wilkins,** president of the Virginia Automotive Trade Assn., is listed as president; **Edward L. Breeden jr.,** vice-president, and **Walter E. Hoffman,** secretary-treasurer.

* * *

March Buys Plant

Frontier Motors, Newport, Vt., has been sold to **Herbert March** by **Frank Langevin.** Langevin, who graduated from the Michigan State Automotive school in 1919, has been engaged in the automotive industry since that time. Poor health forced his retirement.

* * *

Hollingshead Buys

Hollingshead Motors Co. (Oldsmobile) announced purchase of the building it has occupied in Chicago for several years. The structure, at the northwest corner of Michigan Ave. and 26th St., is a two-story building, 139 by 202 feet. The purchase price was $182,500.

* * *

Name Changed

Amendments to the articles of association of Badlam Motors, Inc., Rutland, Vt., have been filed with the secretary of state at Montpelier, changing the name of the firm to Bradley Motors, Inc. Signers were **Nelle D.** and **Lillian N. Bradley.**

* * *

Brogan Names Brittan

Joseph H. Brittan, former sales manager for the Oldsmobile division of Brogan (Cadillac-Oldsmobile) Co., has been named manager of its Ridgewood, N. J., branch. Brittan has been with Brogan since 1922.

* * *

Changes His Beaches

Harry L. Colcolough, former service manager for Twin Cities Chevrolet Co., West Palm Beach, Fla., is now in charge of the service department of Florida Motors, Vero Beach.

* * *

Trapp Motors Formed

Trapp Motor Sales, Inc., Monclava, O., has been incorporated with $25,000 stock. Incorporators are **E. Donald DeMuth, Robert A. Schneider** and **Marian A. DeMuth.**

* * *

Robinson Buys

T. J. Robinson jr. has purchased the R. & G. Motor Co., Dumas, Ark., and will begin construction on a building to house the Kaiser-Frazer dealership and Graham-Paige farm implement branch.

* * *

Establish Freeman Bros.

J. W. Freeman, formerly in auto insurance business, and **William R. Freeman,** recently in consumer credit business, have established Freeman Motor Co. (Kaiser-Frazer), at Tucson, Ariz.

* * *

McCullough Incorporated

The McCullough Motor Sales Co., Findlay, O., has been incorporated with $50,000 capital. The incorporators are **H. C. McCullough, J. B. McCullough** and **Dorothy McCullough.**

THE MOST RECENT of the Hull-Dobbs chain of metropolitan Ford dealerships, Hull-Dobbs, Inc., which is also Cleveland's newest downtown Ford dealership. Housed in a fireproof structure of 46,000 square feet with a 300-foot frontage on Chester Ave., it already leads Cleveland district's 178 dealers in sales of parts, company officials state. William D. Wall is general manager. There are 55 employes who participate in the firm's incentive plan.

* * *

Fete at Chandler

Worcester Firm Observes 15 Yrs. for Studebaker

Celebrating the fifteenth anniversary of Chandler Motor Co.'s appointment as Studebaker dealer for Worcester, Mass., more than 50 members of the Chandler organization feted the proprietors, **Samuel O. Chandler** and **Julius Cagan,** at a dinner.

Jack Amerman, Boston manager for Studebaker, presented the company with a bronze plaque commemorating the anniversary.

Studebaker also presented silver pins marking from five to fifteen years of service with Chandler Motors to **Joseph Belisle, Alver Laurila, Sol Yates, Sture Wik, Charles Gardella, John McGann, Samuel M. Cagan, Edwin Duggan, Mildred Furbman, Julius Gagan, Henry H. Flynn, Samuel O. Chandler, Alfred E. LaPierre** and **Norman V. Jefferson.**

* * *

Organize Firm

Wickline & Wells Motors, Inc., Charleston, W. Va., has been chartered with authorized capital stock of $25,000 to sell automobiles. Principals are **M. M. Wickline, M. R. Mathews** and **Idon W. Wells.**

* * *

Company Formed

The Rite Motor Co., 6336 S. Grand Ave., St. Louis, has been incorporated by **John T. Whelan, Theodore Kromen jr.** and **Clifford Bullock** with $1,000 authorized capitalization to operate a new and used-car business.

* * *

Ford Frolic

Parts, Service Men Feted By Cleveland Club

The Cleveland Ford organization's "300 Club" recently held its first postwar banquet for 800 dealers, parts and service managers, their wives and friends.

Branch Manager Ray Allen declared the frolic was in recognition of the work being accomplished by Ford parts and service men. Thirty prizes were awarded managers and 200 door prizes also were given. Master of ceremonies was John Gaking.

* * *

Gatling Is President

Tom Gatling, elected president of the Hickerson-Gatling Motor Co., Forrest City, Ark., succeeded **Dale Hickerson,** who resigned from the firm. **Evelyn W. Gatling** was named vice-president and **William C. Gatling,** treasurer and secretary.

* * *

White Joins Eclipse

Herbert R. White, former General Motors executive and a ranking officer in U. S. Army Ordnance during World War II, has been appointed general manager of Eclipse Counterbore Co., Detroit, R. G. Michell announced last week.

* * *

New Firm in Texas

Claude S. Holley and **Wayne C. Neal** have incorporated the Holley Motor Co., Tyler, Tex., with $100,000 authorized capital stock.

* * *

Form Texas Firm

J. L. Boggus, J. L. Boggus jr. and **H. E. Butt** have incorporated the Valley Motor Co., Harlingen, Tex., with $30,000 authorized capital stock.

CLEVELAND—AND THE PLAIN DEALER

ANOTHER NEW CAR is about to be SOLD!

CAR sales happen oftener in Greater Cleveland than you might think. Often enough to rank Cleveland among the largest cities in the country in *automobile owners* on a per capita basis. And car sales, broken down into 268 census tracts in Cuyahoga County (Greater Cleveland) show a striking parallel with Plain Dealer readership. That's why the Cleveland Plain Dealer is one of the leading newspapers in the country in passenger car advertising lineage . . . a position maintained consistently for many years. Where cars have sold, cars will sell, and in progressively greater numbers. Reason enough for you to give first consideration in automobile and automotive product schedules to the Plain Dealer.

Facts for Advertisers

Studies by the Market Survey Department of the Plain Dealer not only reveal detailed sales break-downs from 1928 to 1942, but also trace Plain Dealer readership to car sales, and serve as a guide to just where dealer representation is needed — to achieve maximum sales. We shall be glad to make an appointment with you to discuss in detail your marketing potentialities in Cleveland.

CLEVELAND

PLAIN DEALER

Cleveland's Home Newspaper

John B. Woodward, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles
A. S. Grant, Atlanta

Dealer Doings

Dawson Marks 35 Years As Dealer in Detroit

Hanley Dawson (Chevrolet), Detroit, marked his thirty-fifth anniversary as a dealer on Nov. 15. Dawson, who entered business in 1911 with $250 in capital, now operates a dealership which does a business of more than $1,000,000 a year.

Dawson became a Chevrolet dealer in 1930. Two of his sons—**Hanley jr.** and **Donald**, both war veterans—are associated with him in the business.

* * *

Albuquerque Chamber Honors Dealer Oden

Retiring as president of the Albuquerque (N. M.) Chamber of Commerce, Clyde Oden, Chevrolet dealer, was honored at a banquet attended by Albuquerque business men and civic leaders.

Oden was first elected director and president of the Chamber of Commerce in 1927 and served until 1934, when he resigned to become chairman of the New Mexico State Highway commission. In 1942, he was again elected president of the chamber, serving until 1946.

* * *

Hinson and Cochran Build In Thomaston, Ga.

Two Thomaston (Ga.) motor firms are erecting buildings. Hinson Motor Co.'s new two-story brick building on N. Church St. will soon be ready for occupancy. W. C. Cochran will move his automotive firm soon into his new building on W. Main St.

* * *

Beikirch Bros. Form Rochester Dealership

Formation of Beikirch Bros. Inc. (Hudson) dealership, Rochester, N. Y., is disclosed following purchase of an auto salesroom and service station at 160 Mt. Hope Ave. from **Olive W. Chapman** of St. Cloud, Fla.

The property formerly was occupied by **Clarence A. Beikirch** as operator of Spike's Motor Sales.

* * *

Thank You

Wyman Fetes Workers For Fire Efforts

Carl Wyman, proprietor of Wyman's Garage (Chevrolet), Ashton, N. H., gave a banquet at the Alton hotel for his employes in appreciation for their efforts in fighting a fire at the dealership last summer. About 40 persons attended.

* * *

Newport News Honors Hutchens on Anniversary

Civic and business leaders of Newport News, Va., recently honored **Charles K. Hutchens**, Chevrolet dealer, at ceremonies marking the twenty-fifth anniversary of the Newport News Automobile Exchange founded by Hutchens and the late **John H. Watkins** in 1921.

* * *

Kavanaugh, Marks Open Arkansas Dealership

Norman A. Kavanaugh, former branch manager for the Universal Credit Co., Little Rock, Ark., and **L. Russell Marks** have opened the Kavanaugh Motors Inc. (Lincoln-Mercury), El Dorado.

* * *

Lions Pick Dealer Konshak

John Konshak (Chevrolet), Brainerd, Minn., has been named district governor of Lions International for the northern half of Minnesota and Manitoba, Canada. Konshak has been a member of Lions since 1935 and was formerly president of the club in Brainerd.

* * *

Crawford Motor Opens

Formal opening was held by Crawford Motor & Equipment Co., 106-108 E. Market St., Crawfordsville, Ind., in which it featured presentation of the new Kaiser and Frazer. **F. W. Auckley**, formerly of Indianapolis, is proprietor.

* * *

Gets Charter

Sanzenbacher Motor Co., Columbus, O., with $150,000 capital, has been granted a charter by the secretary of state. Incorporators are **Otto Sanzenbacher, Grace Sanzenbacher and Glenn Sanzenbacher.**

* * *

Ehle Is Manager

Harold Ehle, recently of Oxford, Mich., and formerly with the GMC truck and coach division of General Motors, has been appointed office manager of Royal-Howe Motors at Casa Grande, Ariz.

* * *

Mass. Firm Formed

James S. Morgan, Inc., Northampton, Mass., has incorporated with a capital of 400 shares of $50 par value preferred stock and 1,200 shares of no par common stock. Incorporators are **James S. Morgan, West Springfield, Mass., William J. Peoples**, Springfield, Mass., and **John W. Shea** of New Haven, Conn.

* * *

Subzero

Reminding Public of Winter Pays Off for Dealer

Tri-Boro Motor Co., Homestead, Pa., reports business has doubled in its winter-izing department because of current newspaper advertising and accompanying showroom display centering about cold weather driving aids.

* * *

Schacht Incorporated

The Reo Schacht Truck Co., Cincinnati, O., has been granted incorporation papers by the secretary of state and will have 250 shares of no par value. The incorporators are **Milton B. Schott, Earl H. Coplan** and **Margaret Yount.**

* * *

Morton on Road Board

Lloyd B. Morton, for several years a Farmington (Me.) dealer, has been appointed and confirmed for a three-year term as state highway commissioner. Morton, who has been chairman of the Republican State committee, was named to the highway post to succeed **George C. Lord** of Wells.

* * *

Senseney Motor Sales, Inc., Florence, S. C., has been organized with capital stock of $25,000 to deal in cars, trucks and trailers. **H. G. Senseney jr.** is president and treasurer; **Orie L. Senseney**, vice-president and secretary.

J. AND OK PONTIAC CO., 1925 Main St., Columbia, S. C., recently completed its expansion program. It included complete renovation and remodeling of the front of the building, showrooms, offices, parking court, parts department, service department and construction of a new building which adjoins the original service department.

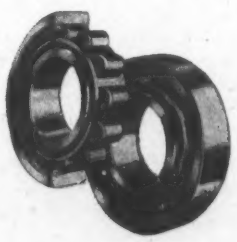
ADJUSTABLE PARTS BINS!
WRITE FOR DESCRIPTIVE FOLDER
SPERBER MFG. CO.
1815 Trombly Ave.
DETROIT 11, MICH.

HYATT...QUIET

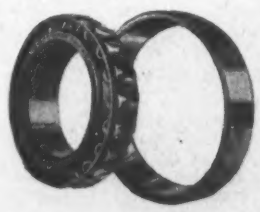
Performing in silence is a trait the pointer learns through arduous training . . . but silent performance is a natural characteristic of Hyatt Roller Bearings.

Freedom from destructive friction, from noise — freedom that makes possible the smooth-riding qualities of cars, trucks and buses results from the use of Hyatts in more positions than ever.

The ultimate in scientific engineering and precision manufacture, Hyatt Roller Bearings have for more than fifty years kept pace with the progress of the automotive industry. Hyatt Bearings Division, General Motors Corporation, Harrison, New Jersey; Detroit, Michigan.



HYATT QUIET
ROLLER
BEARINGS



On Wall Street . . .

Bear Market, Recession Conceded by Financiers

By Dana Stuart
Staff Correspondent

NEW YORK.—With general acceptance in Wall Street of the assumption that a bear market in security prices is under way, the most widely asked question concerns the probable length of the decline.

A majority of financial district opinion also leans to the view that there will be a recession in business. There is wide disagreement, however, on whether it will be serious enough to be called a depression.

It will be recalled that this column some weeks ago quoted from John H. Lewis, partner in the firm John H. Lewis & Co., a prediction of a bear market in stocks, accompanied by a decline in business activity. He proved right on stocks and his views on business trends are now receiving considerable attention. He believes the depression may run late into next year, but that the stock market will make its bottom well before that.

Lewis now has issued a statement on the duration of the bear market. Following are some of his remarks on this subject:

"My first major assumption is that business will decline rather sharply next year, especially in the second and third quarters. The basis for this expectation is largely the maladjustment between prices of such important things as automobiles and houses and the income of the consumer.

"You cannot maintain a free enterprise business boom in this country without a healthy participation by the automobile and construction industries. Normally, nearly 75 percent of the consumer income in the United States goes for food, clothing, shelter, and automobiles.

"Our unprecedented inventories also should be a cause of concern, particularly since prices generally are out of line with average incomes. If the background over the next year involved only a healthy depression in a country with a small debt and no important fiscal problems, the test of a stock market prognosticator would be fairly simple. But this is not the case.

"We are in the midst of a period in which our currency is depreciating constantly. This trend will be accentuated by a depression due to the unwillingness of our people to submit to a balanced budget and a reduction of our huge debt. Consequently, the conclusion is reached that the stock market will not follow the business trend until the bottom of the depression has been nearly reached, as it generally has in other bear markets since 1900.

"Rather, it is expected that developments forecasting or recording an unbalanced budget, fiscal difficulties or a depreciating dollar will signal the end of this bear market.

"That signal is likely to be raised well before business ceases to decline. As far as one can judge now, it does not appear probable that this bear market will end before the second or third quarter of next year."

Lewis says, however, that any forecast of the stock market must be subject to immediate change in the event of unforeseen dynamic events in the political or business world.

The outcome of the controversy between the government and John L. Lewis arising out of the coal strike, for instance, might influence business and security prices materially, up or down.

Stock Price Averages

	Latest Week	Preced'g Week	Year Ago
10 Cars, trucks ..	32.75	33.50	43.30
10 Parts, access. ..	33.45	34.30	44.30
5 Tires, rubbers..	58.75	57.75	60.50
25 Automotives ...	40.25	41.05	47.35

THIS MEETING, ATTENDED BY HUDSON dealers and service men of the Tri-County Service Club, was held recently at the Reading Country club, under the auspices of Earl I. Kelser, manager of Reading Motors, Inc., Hudson distributor. These meetings which have been held once a month since April of this year, have been well attended by dealers and their staffs and Hudson factory service bulletins and explanations of procedure changes, as well as the factory's sales planning programs, have been discussed.

Monroe Profit $162,837 for First Quarter

MONROE, Mich.—Sales of Monroe Auto Equipment Co. for the first quarter of its 1946-47 fiscal year, July, August and September, aggregated $3,626,085 and net profits after taxes, for the first quarter, were $162,837, Brouwer D. McIntyre, president, stated last week. For the entire fiscal year ended June 30, 1941, highest before the war, net sales were $3,077,527 and net profits were $174,523.

During the fiscal year ended June 30, the company accomplished full reconversion from 97 percent war production to 100 percent peacetime output.

In this period, net sales were $9,822,895, and the company's operations, including termination of war contracts and other war-peace readjustments, showed a net loss of $30,037, after carryback of operating loss and unused excess profits credit.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.

Timken Axle Profit $849,906 in Quarter

DETROIT.—Timken-Detroit Axle last week reported net profit for the three months ended Sept. 30, after provision for depreciation, income taxes, etc., but subject to year-end inventory and audit adjustments, of $849,906, equivalent to 43 cents per share on the 1,983,950 outstanding common shares.

Sales for the same period amounted to $16,405,075.

* * *

General Tire Dividend

The executive committee of the board of directors of General Tire & Rubber Co. has declared the regular quarterly dividend of 25 cents a share on the $5 par value common stock of the company, payable Nov. 30, 1946, to shareholders of record at the close of business on Nov. 20, 1946.

* * *

Dividend Declared

TOLEDO, O.—The directors of Libbey-Owens-Ford Glass Co. at their meeting here last week declared a dividend of 50 cents per share payable Dec. 10 to shareholders of record Nov. 29.

GRAPHIC REMINDER ON

Clear cut illustration of a city's parking problem was this recent LIFE picture of traffic curves drawn above Los Angeles streets, to show how cars pile up in downtown area. It was part of a story telling what many U.S. cities are doing now to cope with the unheard-of traffic peaks that are bound to arise when car production catches up with demand. When that day comes, and there's a car ready for every family with the money to pay for it, you'll be glad the cars you sell are *advertised* in LIFE. For no other magazine covers the vast automobile market so *completely*, so *thoroughly*, as LIFE! These charts show at a glance how LIFE outstrips all others—

Auto Advertising

Oldsmobile Still Leans Toward Newspapers

By Bob Finlay

Newspapers have constituted the chief medium of Oldsmobile's advertising program for more than 40 years and 1947 will see the dailies of America carrying a larger percent of this division's appropriation than ever before, according to D. E. Ralston, Oldsmobile's general sales manager.

Consistent campaigns in more than 3,000 daily newspapers throughout the nation will be scheduled to direct attention of America to the 1947 line of Oldsmobile sixes and eights, according to Ralston.

"It is planned," he said, "to announce the 1947 Oldsmobile in daily newspapers in January. While black and white will predominate, it is also planned to schedule full-color advertisements in magazine supplements of newspapers in many selected cities.

"In addition, national magazines and outdoor postings will be employed to acquaint the buying public with details of Oldsmobile's three lines of cars for 1947. Oldsmobile for 1947 will offer options of six and eight cylinder engines and, as in the past, the GM Hydra-Matic drive will be available. Present plans call for equipping approximately 85 percent of the 1947 Oldsmobile line with this popular feature."

In the Bush

A balloon in the bush is worth a dozen balloons on hand, according to the experience of Shearer Chevrolet, St. Louis.

Shearer bought a balloon for publicity purposes, but never got any publicity with it until it went AWOL. Then the home papers played the story on Page 1, seven radio stations carried the story and AP and Up sent it out on their wires.

Shearer offered $50 reward, no questions asked, for the balloon's return, but he still hasn't got the balloon although the publicity keeps pouring in.

Dealer Relations

Larson Buick Co., Long Island City, N. Y., has appointed Physioc & Merckle as public relations counselor.

Hubert G. Larson, president, has been long identified with the automobile industry. He was previously associated with General Motors Corp. in New York and early in the war served as automotive rationing chief in OPA. Harry C. Bock, vice-president and general manager, was formerly with Buick in Long Island City.

ANAN Presentation

Sixty-two agency executives attended the first Chicago showing of the American Newspaper Advertising Network's basic color-slide presentation, it was announced last week.

Edward D. Madden, executive vice-president of the network; Oliver M. Presbrey, Midwestern sales manager; Marion Harper sr., ANAN research counsel, and C. E. McKittrick, *Chicago Tribune*, conducted a question-and-answer period for the guests.

Sun Organization

L. T. Knott, advertising director of the *Chicago Sun*, has announced that effective Jan. 1, 1947, the *Sun* will establish its own representation in the national field, with offices in New York, Detroit and Chicago. Since 1941 the *Sun* organization has been represented nationally by the Branham Co. At the same time, Knott announced appointment of Hiram Schuster as national advertising manager, effective immediately, to replace Jack C. Gafford, who resigned.

Hiram Schuster

Schuster has been head of the local advertising department since the *Sun* started publication five years ago. He has been associated with publication advertising sales for 33 years. Gabe Joseph, assistant manager of the *Sun's* local ad staff, moves into Hi Schuster's spot as head of the local department.

HERE IS THE new Nash road sign launched on a national basis by Nash Motors. According to N. F. Lawler, director of advertising, the double face sign measures 3½ by 7 feet and stands 11 feet above ground. Monthly rental contracts for installation and upkeep of the signs are made between the sign maker and dealer.

Catalog Art

A new division created to speed production of art for catalogs, brochures and direct mail pieces has been formed by New Center Studios, according to Roy Washburn, director of sales. Although several commercial art studios in New York and Chicago have catalog divisions, this represents the first time that a Michigan art studio has organized a similar setup. It will be headed by William Johnson.

Sales Training

Oldsmobile has chosen the Jam Handy Organization, Inc., to assist in the training of its retail sales force and service men. Oldsmobile is planning a streamlined, highly visualized training program to be inaugurated soon. It will feature many innovations and will be implemented with a variety of visual training tools.

Sales Reports

The *New York News* has reinstated its new-car sales reports, which are of real service to anyone interested in automotive sales in metropolitan and suburban New York.

Names

Jack D. Porter, Goodyear Tire & Rubber Co. public relations staffman since his return from military service in February, 1946, has been named manager of airship advertising, J. K. Hough, director of advertising for the company, has announced.

William G. Luther has been named vice-president in charge of automotive accounts for Jam Handy Organization by Jamison Handy, president.

Frank N. Cordner, 56, Detroit advertising manager for *Saturday Evening Post*, died last week of a heart attack on a train bound for Detroit out of New York. He had been with the *Post* 18 years.

Woman Jury

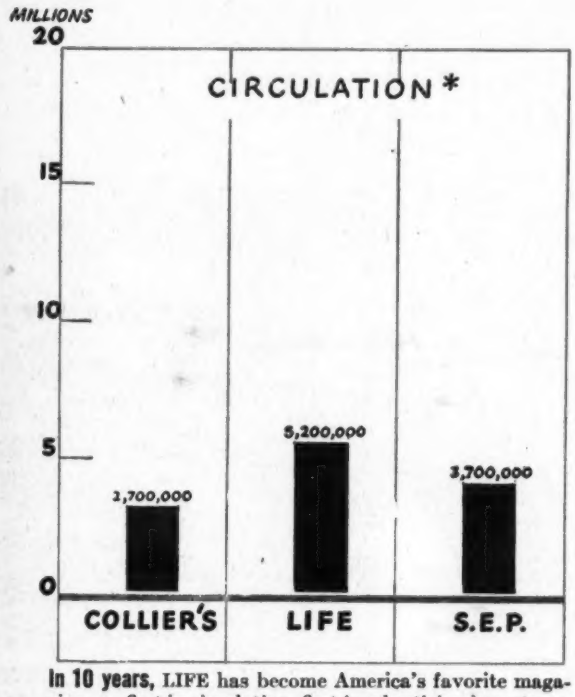
Feminine Choice Used in Ford Material

DETROIT.—The woman's touch, long an important factor in the home, will be extended to the interior design of the 1947 and 1948 model Fords.

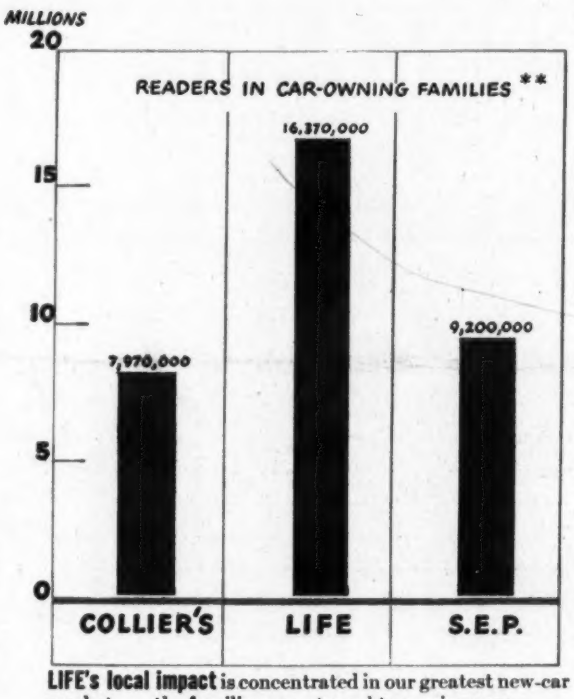
As a part of its sales research program to determine the most effective methods of winning Miss and Mrs. America's approval of Ford cars, the firm invited nine women to help select upholstery design for deluxe and super-deluxe models.

The women chosen from among Ford's employes and a Detroit style consultant's staff, selected their choice of upholstery materials and patterns from hundreds of styles and designs displayed in the Ford Rotunda.

THE EVE OF A GREAT DAY

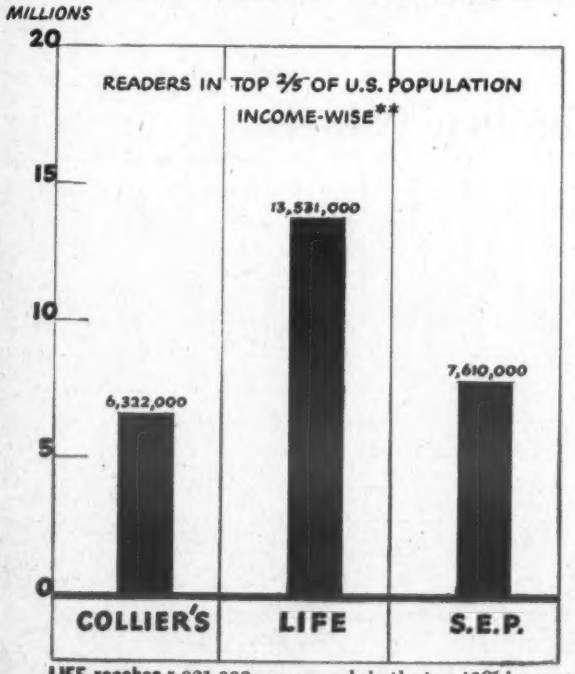


In 10 years, LIFE has become America's favorite magazine . . . first in circulation, first in *advertising importance.*



LIFE's local impact is concentrated in our greatest new-car market . . . the families accustomed to owning cars.

**Current basic or guaranteed circulation*
***Data from LIFE's CSMA #8*



LIFE reaches 5,921,000 more people in the top 40% income group than the next highest magazine.

LIFE

. . . More than 22½ million readers every week largest weekly-magazine audience in America

Stolen Titles Aid 'Hot' Car Ring in Ind.

INDIANAPOLIS.—Breakup of a statewide "hot car" ring which used title certificate blanks taken from the State house here to market stolen cars was announced last week by state police. Collapse of the band was signaled with the capture here of Marion E. May, 37, described by authorities as a "dangerous man." The ring had operated in Fort Wayne, Terre Haute and Richmond.

Other members of the ring now are being sought by police who also are probing how the title blanks were taken from the Indiana Bureau of Motor Vehicles. H. Dale Brown, director, said the blanks apparently had been stolen by some one outside his department at a time when clerks were not watching the supply stacked for use in the title issuing department.

Workers in the bureau, Brown said, had been questioned by state police, but had cleared themselves.

May was arrested after state detectives had traced him through descriptions given by dealers duped by the phony titles. The descriptions checked with records on May in state police identification files.

Eight others now are being sought in connection with the series of car thefts traced to the ring. Six stolen cars already have been recovered and returned to their owners. Other cars remain unrecovered.

The six cars found had been sold to dealers and title transfers made on carefully forged title certificates which gave the correct motor and serial numbers.

Ferguson, Gibbon Join

J. M. Ferguson and **Karl M. Gibbon** have incorporated the Ferguson Motor Co., Inc., Harlingen, Tex., with $60,000 authorized capital stock.

Examples

(Continued from Page 13)

farmers, a special truck was rigged up and equipped with an electric light outfit and a motion picture projector and screen. Every afternoon the truck was driven up to a different outlying schoolhouse, lights were installed in the building, and the picture machine set up, to show the tractor engaged in actual farm work.

Circulars were handed to the school children, inviting their parents to come out to the schoolhouse that night.

On every occasion, even in bad weather, crowds filled every inch of space. During that year the tractor sales of that particular dealer exceeded the sales of every dealer in the South. These two campaigns overcame advertising the hard way in field demonstrations and non-productive newspaper ads.

Ingenuity, in every line of business advertising, is overcoming the handicap of advertising the hard way. There is no copyright on new, helpful, original ideas. To keep pace with coming competition you must overcome this handicap.

Next week: Action in Displays.

Others are profiting from AN Want Ads, why not you? See inside backcover.

New Passenger Car Registrations, 46 States for Sept. 1946-41

STATES		Americar	Bantam	Buick	Cadillac	Chevrolet	Chrysler	Crosley	De Soto	Dodge	Ford	Fraser	Hudson	Kaiser	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Miscellaneous	Total		STATES
43 States for September	'41	880		3834	713	13491	3679	120	2799	6536	16082	4	3265	3	402	1599	1516	2877	2917	12550	3829	3818	266	81173	'41	**43 States for September**
	'46			11540	1766	28385	4615	278	3401	9084	23951		5343		769	4243	4781	7258	2818	16757	8519	5365	43	139433	'46	
Michigan	'41	65		386	39	1168	287	2	182	683	1549		485		18	169	122	151	320	1332	669	170		7797	'41	Michigan
	'46			1661	264	2870	344	19	217	690	2968		797		87	734	481	1139	258	1209	1267	248		15253	'46	
Ohio	'41	104		346	33	1095	399	29	310	765	1060		400		36	115	183	220	330	1873	427	329	12	8066	'41	Ohio
	'46			1296	181	2780	365	55	313	750	1899		622		62	420	437	769	249	1437	1126	391	14	13166	'46	
Texas	'41	38		204	39	1455	222	1	121	633	1382		149		22	149	61	275	169	777	291	215		6203	'41	Texas
	'46			864	139	2688	339	21	211	740	3454		384		73	426	322	569	207	1573	678	356		13044	'46	
46 States for September	'41	1087		4770	824	17209	4587	152	3412	8617	20073		4299		478	2032	1882	3523	3736	16532	5216	4532	278	103239	'41	**46 States for September**
	'46			15361	2350	36723	5663	373	4142	11774	32272	4	7146	3	991	5823	6021	9735	3532	20976	11590	6360	57	180896	'46	
Year to Date	'41	18964		265205	50297	766122	124913	797	77907	182682	520995		61126		15322	69190	67155	199489	53050	390079	244765	94211	2423	3204692	'41	**Year to Date**
	'46			58735	11272	161336	44798	602	38395	92117	202146	5	47419	5	5673	33164	54653	42799	20280	144067	54868	33783	355	1046472	'46	

New Passenger Car Registrations, 18 States for Oct., 1946-41

STATES		Americar	Bantam	Buick	Cadillac	Chevrolet	Chrysler	Crosley	De Soto	Dodge	Ford	Fraser	Hudson	Kaiser	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Miscellaneous	Total		STATES
Arizona	'41			34	9	146	25		15	50	79		16		4	16	16	12	26	69	20	16	3	556	'41	Arizona
	'46			60	18	167	27	5	23	49	216		30		6	25	33	33	20	127	59	35	1	934	'46	
Arkansas	'41			74	7	412	38		14	75	349		22		5	25	20	49	11	132	53	28	7	1321	'41	Arkansas
	'46			91	10	420	35	4	20	72	526		34		12	46	48	76	17	250	70	21	1	1753	'46	
Delaware	'41			21	11	145	25		13	30	82		8		3	8	8	38	27	59	43	30	1	552	41	Delaware
	'46			90	15	102	8	3	16	49	147		20		5	19	18	59	17	79	61	13		721	'46	
Dist. of Columbia	'41			73	20	227	51	5	42	110	140		34		11	15	14	58	60	197	141	46	6	1250	'41	Dist. of Columbia
	'46			206	38	358	47	1	44	155	382		56	3	17	54	46	155	126	282	167	15	10	2162	'46	
Georgia	'41			221	45	902	64	3	42	161	673		47		19	76	29	106	100	389	139	79	24	3119	'41	Georgia
	'46			263	49	672	82	12	52	218	1047	10	84	9	27	210	146	187	68	386	158	78	5	3763	'46	
Idaho	'41			51	6	173	19		25	42	79		29		1	18	23	24	11	87	28	42	10	668	'41	Idaho
	'46			73	7	169	26	3	17	58	178	3	39	2	2	40	50	47	16	107	65	40		942	'46	
Louisiana	'41			171	31	685	54	1	35	132	587		28		17	63	19	79	58	266	106	94	5	2431	'41	Louisiana
	'46			121	24	338	42	1	22	80	517	4	55	2	15	107	59	87	26	223	95	65	4	1887	'46	
Montana	'41			50	4	205	28	1	22	45	110		39		2	22	26	28	16	105	46	43	9	801	'41	Montana
	'46			55	5	178	19	7	19	53	188	3	32	1	4	61	47	35	15	90	27	33		872	'46	
Nebraska	'41			86	6	444	36		20	53	313		25		9	37	25	37	24	157	81	46	5	1404	'41	Nebraska
	'46			141	6	413	57	8	24	100	551	3	47	1	10	104	55	122	25	252	127	60	1	2107	'46	
New Hampshire	'41			34	10	159	23	1	15	30	88		21		4	8	15	37	24	80	32	25	10	616	'41	New Hampshire
	'46			71	9	194	18		19	43	115		25		3	25	32	52	23	80	74	8		791	'46	
New Mexico	'41			38	8	175	18		8	35	88		8		9	15	5	24	17	71	35	7	3	564	'41	New Mexico
	'46			63	7	126	29		13	50	148		13		5	46	21	33	11	90	33	13		701	'46	
North Carolina	'41			184	29	975	101	1	37	178	702		80		16	84	32	127	81	495	281	125	38	3566	'41	North Carolina
	'46			263	43	823	68	9	68	227	1032		164		20	121	74	192	61	405	327	139	2	4038	'46	
North Dakota	'41			24	4	305	20		14	76	220		8		4	17	35	27	4	159	39	32	27	1015	'41	North Dakota
	'46			39	4	177	26	4	9	24	183		24		1	46	26	25	9	116	27	19	1	760	'46	
Oklahoma	'41			105	21	639	50		33	113	384		40		12	32	26	93	49	171	107	70	7	1952	'41	Oklahoma
	'46			154	36	651	86	10	40	127	834		70		21	132	94	122	43	397	186	73		3076	'46	
Utah	'41			40	10	146	25		18	26	64		18		5	11	17	25	19	81	52	36	4	597	'41	Utah
	'46			45	9	214	20		17	59	175		30		3	51	47	33	14	117	100	25		959	'46	
Vermont	'41			28	4	89	8		11	11	67		7		5	6	6	21	21	55	47	13	5	404	'41	Vermont
	'46			65	5	121	19	1	15	31	76	4	22	2	2	13	22	41	20	58	79	12		608	'46	
West Virginia	'41			44	8	389	46	3	20	80	152		45		3	14	32	43	44	228	92	75	16	1334	'41	West Virginia
	'46			129	19	384	87	10	27	101	329	3	47		6	54	65	105	31	229	100	55	1	1782	'46	
Wyoming	'41			21	1	96	9		6	16	36		5		3	7	8	21	9	30	29	20	6	323	'41	Wyoming
	'46			44	4	112	15		11	19	90	2	18	2	1	26	23	27	7	50	24	9		484	'46	
18 States for October	'41			1299	234	6312	640	15	390	1263	4213		480		132	474	356	849	601	2831	1371	827	186	22473	'41	**18 States for October**
	'46			1973	308	5619	711	78	456	1515	6734	32	810	22	160	1180	906	1431	549	3338	1779	713	26	28340	'46	
Year to Date	'41			266504	50531	772434	125553	812	78297	183945	525208		61606		15454	69664	67511	200338	53651	392910	246136	95038	21573	3227165	'41	**Year to Date**
	'46			60708	11580	166955	45509	680	38851	93632	208880	37	48229	27	5833	34344	55559	44230	26829	147405	56647	34496	381	1074812	'46	

New Commercial Car Registrations, 20 States for Oct. 1946-41

STATES		Autocar	Brockway	Chevrolet	Diamond T	Divco	Dodge	Federal	Ford	F.W.D.	G.M.C.	Hudson	International	Mack	Plymouth	Reo	Sterling	Studebaker	White	Willys	Miscellaneous	Total		STATES
9 States for October	'41	3	4	1606	22	7	459	6	629	4	275	2	482	48	12			69	34	15	7	3655	'41	**9 States for October**
	'46	11	2	1761	36	29	507	28	1351	4	194	8	692	1		105		220	65	325	15	5348	'46	
Arkansas	'41			395	2		129		290		98		89		1			5	1	2		1012	'41	Arkansas
	'46			579	5		91	2	472		77		171	1		11		25	6	69	1	1510	'46	
Idaho	'41			142	1		19		31		30	1	57	3	3			8			2	297	'41	Idaho
	'46	1		242	4		32	5	142		25		84			10		44		26		615	'46	
Illinois	'41	7		562	51	4	277	3	336		137	2	534	35	9	10		22	27	4	7	2027	'41	Illinois
	'46	9	2	1220	58	35	401	17	779		196	9	535	9		84		184	60	455	14	4067	'46	
Kansas	'41			345	10	1	73		176		34		149	2	4	3		11	1		1	810	'41	Kansas
	'46	1		573	18		78	4	284		53		219			20		63	6	61	3	1383	'46	
Maine	'41		1	162			59		96		37		63	9	3	1		6	3		5	445	'41	Maine
	'46	2		180		2	61	2	144	1	24	3	81			4	2	20	2	35	1	564	'46	
Montana	'41			119	3		25		35		20		77		2	1		4		2	1	289	'41	Montana
	'46			216	5		53		105		25	2	78	1		2		31	2	49	4	573	'46	
New Hampshire	'41		1	46	1	1	13	1	29		8		24	5	1	1		1	1	1	1	135	'41	New Hampshire
	'46	2	2	89	2		30	3	51		8		37	1		3		2	1	21	1	253	'46	
New Jersey	'41	9	16	303	29	17	102	13	156		130		113	51		7		6	42	5		999	'41	New Jersey
	'46	23	21	358	7	8	140	7	344		73	10	177	1	3	8		40	23	119	7	1369	'46	
Oklahoma	'41	1		287	6	4	58	1	132		76	3	151	6	6			7	5	4	2	749	'41	Oklahoma
	'46	2		499	4	3	126	3	434	1	46	1	144	1		16		57	4	66		1407	'46	
West Virginia	'41	3		169	4		69	1	68		52		73	20	5	8		4	4	3		483	'41	West Virginia
	'46	6	8	248	12	9	93	7	203	2	36	1	83			19	1	19	8	89	4	848	'46	
Wyoming	'41			78			15		22		10		33					4	3	1		166	'41	Wyoming
	'46			64	6		12		57		8		37	1		1		3	3	19	1	212	'46	
20 States for October	'41	23	22	4214	129	34	1278	25	2000	4	907	8	1845	179	46	31		138	121	37	26	11067	'41	**20 States for October**
	'46	57	35	6029	157	80	1624	78	4366	8	765	34	2338	16	3	283	3	708	180	1334	51	18149	'46	
Year to Date	'41	1977	1797	176343	4989	1852	50119	1217	144716	221	36815	640	77342	7603	7381	1174	325	4029	7395	1630	1110	528675	'41	**Year to Date**
	'46	3223	2724	116521	3509	2720	72454	3362	88298	407	14897	1948	56880	4287	19	7001	375	17426	6790	30598	2510	429949	'46	

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Added Vigilance Planned for '47 . . .

States Direct Punches At Diversion Didoes

NEW YORK.—Further gains in the campaign to curb the diversion of automotive tax receipts to non-highway purposes will be sought in many states during 1947, a survey of developments in state capitals last week revealed.

With plans under way for unprecedented expansion of highway construction, accompanied by proposals for increased gasoline and other automotive taxes, added significance attaches to efforts of highway interests to abolish the highway fund diversion practice, which in the past has resulted in the appropriation of more than $2,000,000,000 of automotive tax receipts to general governmental uses rather than highway construction and maintenance.

Recent election approval in Texas of a state constitutional amendment restricting the use of highway-user taxes brought to 19 the number of states which have amended their basic laws to curb the diversion practice.

States which previously took such action are California, Colorado, Idaho, Iowa, Kansas, Maine, Michigan, Minnesota, Missouri, Nevada, New Hampshire, North Dakota, Kentucky, Pennsylvania, Oregon, South Dakota, Washington and West Virginia.

As contrasted with most such amendments, which are generally sought to prohibit any diversion of highway funds, the new Texas amendment is of limited effect in that it dedicates to highway purposes only three-fourths of the net receipts from taxes on motor fuels and lubricants, and motor vehicle fees. The balance is dedicated to the available school fund.

Adoption of the Texas amendment was regarded as a major victory for the anti-diversion forces, however, and as a step toward better roads in Texas. Along with the earlier action taken by the 18 other states to constitutionally restrict highway fund diversion, it will be widely cited where the issue is raised during 1947.

A state constitutional amendment to prohibit highway fund diversion in Massachusetts was approved by the 1946 Massachusetts legislature and will go before the voters at a statewide election if similarly passed by the 1947 legislative session.

Legislatures of Indiana and Tennessee will have to decide whether to send to the electorates anti-diversion amendments given initial approval at 1945 legislative sessions in those states.

Ohio voters may get a chance to vote on an anti-diversion amendment in November, 1947, as a result of petitions which have been in circulation in that state. Sponsors of the campaign have expressed confidence they will obtain the required 300,000 signatures, although this number had not been obtained in time to get the issue on the 1946 election ballot.

It was recently announced that sufficient signatures had been obtained to bring before Oklahoma voters a proposal to restrict gasoline taxes and motor vehicle fees to highway construction and maintenance. The signatures were not obtained in time to clear legal details to put the issue on the 1946 ballot, however, with the result that it may go to the voters at a special election during 1947.

An anti-diversion amendment proposal is expected to be revived during the 1947 legislative session in Utah, where there has been strong opposition to a proposed gasoline tax increase on the grounds that present automotive tax receipts have not been used entirely for roads.

Wisconsin now has statutory protection against highway fund diversion, but highway-user groups there have announced plans to attempt to have such provisions written into the state constitution.

Action towards an anti-diversion amendment also will be sought in Illinois, whose 1945 legislature adopted a resolution opposing highway fund diversion.

Constitutional prohibition against diversion also is expected to be sought in many other 1947 state legislative sessions, including those of Connecticut, Delaware, Georgia, New Jersey, New York and Rhode Island.

While the need of huge sums to support expanded postwar highway construction and maintenance plans provides a strong argument for the anti-diversion forces, the various obstacles which have delayed the start of postwar construction programs will play into the hands of those who would use automotive tax receipts for other purposes.

While the letting of construction contracts has been impeded by labor, price, materials and other obstacles, gasoline and other automotive tax receipts have been accumulating at a rate far exceeding expectations in most states.

Result of this situation will be strong pressure for diversion of highway funds to other uses until highway construction is speeded. Tennessee is one state in which such pressure has been predicted. Another indication of it came during the 1946 session of the Massachusetts legislature when one solon opposed the anti-diversion amendment proposal on the basis that $46,000,000 in Massachusetts highway funds could be used for such purposes as veterans' housing until a full-scale highway construction program got under way.

Before & After . . .

THORLEY MOTOR CO. (Ford), Cedar City, Utah, as it appeared when the dealership was completing plans for a new building. Thorley was the first dealership in that city which is used by Hollywood as an outdoor studio.

THE NEW FORD dealership of Thorley Motor in Cedar City, Utah, cost $60,000. William E. Thorley is president and Waldo Swenson, general manager.

Pre-Decontrol Price Level Maintained by WAA

WASHINGTON.—The WAA last week instructed its regional offices on a pricing program which will make it possible for billions of dollars' worth of surplus property to be used as a lever to help stabilize national economy.

The field instructions implement the recent announcement by Administrator Robert M. Littlejohn that WAA would generally adhere to the price schedules in effect before the President directed decontrolling of prices.

In effect, WAA will continue to use its fixed price register to establish prices on surplus goods. Since goods usually are not offered on a competitive bid basis until they have failed to sell at a fixed price, it is not anticipated that bids will be submitted higher than the previous fixed price set for the goods.

However, if such bids should be received they will be honored, even though they might be higher than the previous fixed prices or the former OPA ceiling, WAA said.

"WAA is engaged in the world's largest selling operation," the administrator said. "The vast amount of goods left in possession of the government by the sudden ending of the war are being turned back into commercial channels as rapidly as possible.

"This must be accomplished in a manner that will bring the greatest benefit to the nation as a whole."

Goodyear Staffs African Plant

AKRON.—With production due to start in January, six top officials of Goodyear Tire & Rubber Co.'s new tire and mechanical goods plant in Uitenhage, South Africa, will leave here in November and December to assume their overseas posts. Heading the group is V. L. Follo, whose appointment as general superintendent of the new factory was announced by George K. Hinshaw, vice-president and production manager of foreign operations.

Follo's chief aids will be N. A. Nigosian, engineering manager, and four division superintendents: Fred B. Conrad, Eldred L. Stanley, A. F. Novick and Harold Wilson. Eighteen production employes have been selected to go to South Africa as temporary labor trainers.

Canadian Dealers Meet in Quebec

QUEBEC.—Two hundred members of the Automobile Dealers Assn. of the Province of Quebec attended meetings last week under the auspices of the Quebec Automobile Trade Assn. Francois Jobin, president of the latter body, welcomed visitors who included R. J. Logue, of Sydney, president of the Federation of Automobile Dealers Assns.; H. B. Moore, general manager of FADA, Toronto; Florian Leduc, president of the Montreal Automobile Trade Assn.

P. O. Messier, president of the provincial organization, and E. A. Everson of Montreal, chairman of the federation committee on the disposal of war surpluses, discussed distribution of War Assets Corp. surplus equipment, referring to the orderly manner in which automobile supplies had been handled.

Continental Awards

DETROIT.—Scholarship awards offered annually since 1930 by Continental Motors Corp. to senior students of aeronautical engineering at the University of Detroit who submit the best designs for Continental-powered aircraft, go this year to Francis G. Olsen and Douglass F. Allison, both of Windsor, Canada, it is announced by C. J. Reese, president.

"Dealers Tell Me," by John O. Munn, is an open forum for the expression of dealers' opinions.

Alcan Truck Traffic Free of Duty Impost

OTTAWA. — Americans can ship goods by truck duty-free through Canada to Alaska over the Alcan highway, according to an agreement made last week between the United States and Canadian governments. The agreement also affects goods from Alaska.

Officials emphasized that the privilege is theoretical for the time being. The highway is not yet in shape to handle substantial loads of traffic.

Palmer Car Co.

Palmer Car Co., Henderson, Ky., has been formed to operate a dealership by W. C., J. D. and Nana Dean Palmer, all of Henderson.

Selling Returning, U. C. Dealers Of Neb. Told

OMAHA.—More than 50 members of the Nebraska Used Car Dealers Assn. heard J. F. McAleer, sales manager for a local auto firm, suggest the time is close at hand for a return to salesmanship in their business.

Intelligent buying as well as intelligent selling will be more necessary in the coming months, stated McAleer. Members should stick together for the attainment of common ends, not become disgruntled and drop out of their organization just because some competitor sells a prospect.

"Live up to your promises; don't go back on the faith a buyer places in you," was the theme of the remarks of Ray Hayward, president of the used-car group.

Bert Miller, secretary, advocated a regular advertising program of a strict institutional nature to restore the used-car industry to its former high regard in American business.

Other matters discussed were the signing up of Nebraska's 1,900 used car dealers and the successful efforts of the organization in having the price of dealers license bond reduced several dollars per month.

PAA Law Unit Asks Dealer Bid

HARRISBURG, Pa. (UTPS). — Suggestions from members of the Pennsylvania Automotive Assn. as to any problems they may have which may require legislative action during the 1947 session of the state legislature will be welcomed by Guy Woodward, of Washington, Pa., chairman of the PAA's legislative committee.

"Get your thoughts regarding legislation together," Claude S. Klugh, manager of PAA, urged dealers, "and put them in writing for consideration of our legislative committee."

Klugh has sent a questionnaire to dealers asking their opinion on proposed changes in vehicle inspection dates.

Morton-McCrary Plant Swept by Flash Fire

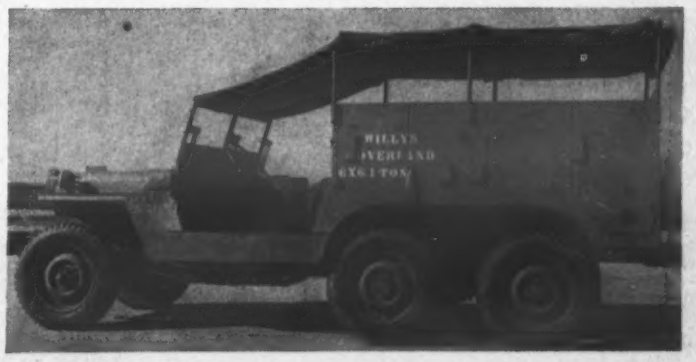
KNOXVILLE, Tenn.—Morton-McCrary Motor Co. (Chrysler-Plymouth), N. Central St. here, was damaged by a flash fire which razed the second story of the building and destroyed or damaged eight new automobiles. Estimates of the loss ran as high as $100,000.

Andy Morton, co-owner of the automobile firm, said he was unable immediately to determine the total damages but added it would run into "thousands of dollars."

Bieber Elected Head Of Painesville Dealers

PAINESVILLE, O.—Lake and Geauha County Automobile Dealers Assn. has elected the following officers for the ensuing year: John F. Bieber (Dodge-Plymouth), Painesville, president; Andy Evans (Chevrolet), Chardon, vice-president; Ford Bailey (Buick), Painesville, treasurer; John Cole (Ford), Willoughby, trustee; E. F. Titemeyer (Chrysler-Plymouth), Painesville, trustee.

FORD DEALERS IN THE two Carolinas who work under supervision of the Charlotte branch office of Ford, met in Charlotte, N. C., at Hotel Charlotte. They were urged by regional officials to adapt their organizations to postwar methods and prepare to exert their best efforts in the drive to make Ford the leader in the field of automobile sales. C. R. Beacham, manager of the southeastern regional area, with headquarters in Chester, Pa., and J. J. Walsh, assistant regional manager, were among the visiting officials. W. F. Duckworth of Norfolk, Va., former manager of the Charlotte branch, and Geo. Holtsinger of Tampa, Fla., also attended the luncheon meet. C. A. Bergdorf, district manager, was host.



NOW BEING TESTED by the Army Ground Forces at Fort Bragg, N. C., is this six-wheeled Jeep which can be used as a personnel or weapons carrier and can quickly be converted for other military uses. The vehicle is capable of either six-wheeled drive, or the front drive can be released and four-wheel drive from the rear used alone. With the exception of its drive box, body modifications and longer (118") wheelbase, the car is the same as the military Jeep. Originally developed in 1943 by Willys-Overland engineers, the car was never mass produced because of an Army surplus of this type of vehicle. This is its first public appearance.

Letterbox

(Continued from Page 4)

in this city as long as he takes the public for the softest ride in his, not their lives.—DAVID GLENN WYER, Minneapolis.

* * *

Porter's-Eye View

EDITOR'S NOTE: *Neither Dealer Scott nor* AUTOMOTIVE NEWS *has any intention of disparaging the GIs as such. Our sole purpose in printing the following is that it may help those veterans who need it to see themselves as the porter sees them.*

I thought you would be interested in a vedy unusual poem which has just come to my attention.

We have an old colored boy working here whom I did not know could even read or write. A few days ago he came in with this so-called piece of poetry written on a piece of cardboard which tells just what he thinks of these GIs we are trying to work.—R. T. SCOTT, McDonald-Scott Chevrolet Co., Oklahoma City.

The War-babies right out of school
Seem to forget the Golden Rule
All he want—by heck—is that
U. S. check
At evening when it time to go
He leaves his tools scattered over the floo.
His creeper in a pool of oil,
By heck—de Army got him spoiled.
Any man with an ounce of brain
Will do de way he ben trained.
I wonder do dis rookie no
That I must shampoo the floo.
And, often when he in bed,
I mop like someone scared.
But, when I pick up his tools,
This simply 'ginst de Golden Rule.
He drain oil out on the floo,
And when you mop, he drain some more.
He never use a pan—
Call the Dispatcher—raising kain.
I slave for this lousy check
In tools—in oil—up to my neck.
I wonder, do dis rookie know
To move his tools from the floo.

"Shakespear"
JOHN BALLARD

Register Incorporates

Register Motor Co., Clinton, N. C., has been incorporated with capital stock of $40,000 to buy and sell cars. Principals are **Harmon A. Register, James H. Register** and **L. Melton Horne**, all of Clinton.

Parts Dealers Form Co-op In Southwest

AUSTIN, Tex.—Secretary of State Claude Isbell last week issued a state charter to Automotive Southwest, Inc., a non-profit corporation formed by a group of Texas wholesale automotive parts dealers for the purpose of buying merchandise from manufacturers for its members.

The application filed with the state listed T. G. Whitener, of Moore Brothers Electric Co., Houston, as president; J. T. Davis, of Motor Parts Co., Corpus Christi, vice-president, and Paul Fuller, of Mountjoy Co., Austin, secretary-treasurer.

The directors were listed as Whitener, Davis, Fuller and H. C. Westbrook, of Auto Appliance Co., Texarkana; Ervin Gabbert, of Gabbert Auto Supply Co., McAllen, and Noble Davis, of Davis Automotive Supply Co., Henderson. The main business offices of the corporation will be at 1515 Milam St., Houston. Membership is limited to 20 firms.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.

THE LATEST DIAMOND T 2½-ton model 614 delivering fuel oil in Tacoma, Wash. It is one in an improved series of engines for all models 1½-5-ton capacity with increased power and performance and nearly 10 percent higher governed speed, the company states.

Improved Engines Announced For Diamond T Trucks

CHICAGO.—Diamond T last week announced an improved series of engines for all models from 1½-5 tons capacity, with an important increase in power and performance and nearly 10 percent higher governed speed.

In most cases there is no change in physical dimensions, although for the 1½-ton Model 306 and the 614H tractor model the new engines have slightly longer stroke and greater piston displacement. For the most part, however, the increased output is the product of developments and refinements in manifolding, valving and in explosion chamber design, including a measurable increase in compression ratio and efficiency with standard commercial grades of gasoline.

For the special tractor models 509H and 614H, oversize engines are supplied, and a new intake system with air cleaner located outside the hood provides superior maintained performance, particularly on long high-speed runs and heavy grades, the company asserts.

The increase in power is relatively uniform and extends throughout the entire series of medium and heavy duty models, with output of the 1½-ton model 306 stepping up from 73 h.p. to 82 h.p., of the heavy duty 1½-ton 404HH from 76 to 87 h.p., the 509 from 81 to 93 h.p., and the 614H from 95 to 113 h.p.

The Diamond T Super-Service engines continue with heat-treated engine blocks of electric furnace molybdenum iron and seven precision type main bearings in all models. A new type of counterbalanced crankshaft now has 12 integral counter-weights, effecting a substantial reduction in operating loads and reduction of vibration and torsional stresses.

Crankshaft journals are electrically surface-hardened by the Tocco process. The exclusive Diamond T cushion cradle engine mounting has been redesigned with elimination of the torque arm formerly used.

Other features of the new engines include force-feed lubrication through channels drilled in the block, Zollner cam-ground light alloy pistons, independent gear-driven water pump, recirculating type thermostats for quick warm-up, and full depth cylinder cooling with large valve and port areas completely water jacketed.

Piston rings are of new design, ferrox filled, with improved oil control, and valve guides are counter bored. Oil pumps are larger in size, and oil capacity has been increased.

A new series of extra heavy duty models is under development at the present time, and announcement is expected in a month or two. The new models will also carry improved engines with much greater power, and it is claimed that they will establish new standards of performance and high-speed schedules in the extra heavy duty field.

Car Tax Gouge Faces Fight by Idaho Assn.

BOISE, Ida.—R. G. Cole, manager, Idaho State Automobile Assn., announced last week that his organization "will be compelled to oppose any drastic horizontal increase in passenger car registration fees as an unjustified gouge at the passenger car group."

He said he referred to the Idaho Municipal League's recent adoption of a resolution calling for an increase in Idaho passenger car license fees from $5 to $15.

Voicing opposition to such a move, Cole said his association will "undoubtedly be governed" by findings of a current study being conducted by the Idaho Highway Users Conference of which his group is a member.

"The study," he continued, "may indicate that slight revisions in some tax structures covering motor vehicles may be justified, but drastic increases will be opposed."

Pointing out that "automobile owners are one of the highest taxed groups in the United States, if not actually the highest," Cole said that state and federal taxes now total 7½ cents, or "approximately 100 percent of the actual cost of gasoline at the refinery" in addition to taxes on such items as automobiles, spare tires and parts. He said the total automobile tax bill for 1946 will probably run in excess of $8,000,000 in Idaho.

2 Named in Pittsfield

Arthur R. Birchard of Berkshire, Inc. (Buick), Pittsfield, Mass., has been elected to the merchants' committee of the Pittsfield chamber of commerce, representing auto dealers. **Arthur J. McCabe**, of B. F. Goodrich Co., has been elected to represent auto parts dealers.

News, Advertising, Readership Devoted to Building a Better Civilization

READER RESPONSE WHERE IT COUNTS

A valued advertiser in THE CHRISTIAN SCIENCE MONITOR has written:

"I thought you would like to know how the subscribers of The Christian Science Monitor cooperate with advertisers. There is no guessing about it. The results are definite. They all seem to be glad to use our products and tell their neighbors to 'go do likewise'. We consider the Monitor the best advertising medium we use."

We call this to your attention not as a piece of exceptional eulogy but as strong, typical evidence that THE CHRISTIAN SCIENCE MONITOR reaches a market far above the average in responsiveness and buying power. MONITOR readers have unusual loyalty for their international daily newspaper and do not hesitate to recommend both the news and advertising columns to their friends. Many of the world's leading merchants, manufacturers, and service companies have proved that it pays to advertise regularly in the MONITOR.

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SAN FRANCISCO: 625 Market Street
LOS ANGELES: 650 S. Grand Avenue
SEATTLE: 824 Skinner Building
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GENEVA: 28 Rue du Cendrier
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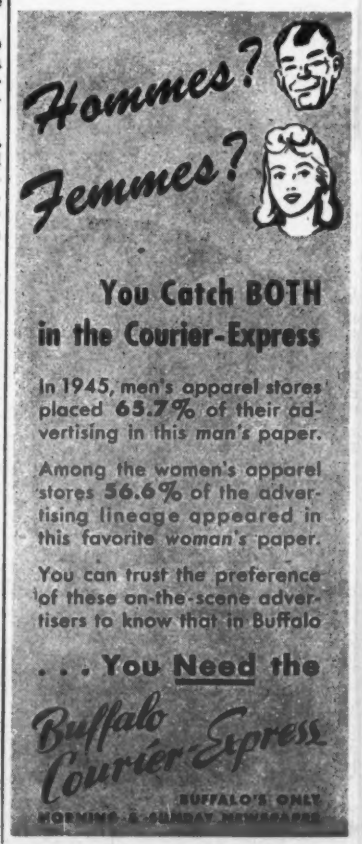


How to Build a Body

Denkert, of Progressive Welder, Gives Step-by-Step Recitation of Modern Process

DETROIT.—A step-by-step description of the assembling of automobile bodies was the highlight of an address delivered here recently by L. M. Denkert, sales manager of Progressive Welder Co., Detroit. Denkert spoke before the convention of the American Society of Body Engineers.

The common advances made by engineers in body-building techniques, Denkert declared, show that "while there can be no uniformity of design or style, there can be uniformity of manufacturing methods."

"Individuality can be expressed and should be on common ground for all," he told the engineers. "That common ground is cooperation."

Denkert said that body assembling "is governed by clear logical thinking and cooperation on the part of the stylist, the body designer, the tool engineer, the manufacturer and welding engineer."

Denkert explained that the trigrouping technique by body assembly was adopted by the industry to correct the cramped working conditions which prevailed when assembly was done in a single unit. By the division of body assembly into three basic fixtures, he said, manufacturers have improved working conditions and also effected production increases.

His description of the modern method of body assembling follows:

"The complete underbody assembly is located and clamped in the first fixture, and the front-end assembly is located and clamped and completely welded into place. The inner wheel house panel is, also, located and welded.

"This sub-assembly is ejected from the fixture, moving along on a roller track to the second fixture where the right and left hand side assemblies which have been previously welded into an integrated unit are then located and securely spot welded.

Goes to Third Fixture

"This hollow shell is then moved to the third fixture, where this previously mentioned all-steel top panel is located and spot welded to form a rigid completely welded body. This assembly is then placed on a conveyor and occasionally, depending on the style of the job, some welding operations are performed on this line, such as the rear seatback reinforcements, rear shelf, tire carrier, brackets, etc.

"Backtracking to the production manufacturing of various major subassemblies, we find that the doors are built in the stamping departments. Most companies design them so that the inner and outer door stampings can be spot welded together by an automatic welding machine at the same rate as they come off the stamping press.

"Therefore, this welding machine was generally installed right in the press shop, in close proximity to the presses. This same method of manufacture holds good for trunk and deck lids.

"The unit structure of the side panel which is generally composed of the door pillars, rocker panel, door and roof rail reinforcements, rear quarter panel, etc., are built on what is generally called a merry-go-round that never stops. Panels are located and gun welded as they pass the operator and the finishing assembly removed from the fixture and conveyorized to the final assembly operation.

'Merry-Go-Round' Method

"The design and preferred methods of manufacturing generally determines the manner in which the underbody or floor pan is built. Two methods now in use are the merry-go-round setup where the panels are positioned in a swivel type fixture and the unit is portable gun welded into a complete assembly.

"The more generally accepted method of underbody is to position the parts and completely weld them in an automatic welding machine to achieve the higher production rate.

"Sometimes, due to the design and large number of spots to be welded, it is necessary to use two or more automatic machines to achieve the desired production setup."

"We now have all major subassemblies moving in a continuous flow towards the final assembly. You will note that somewhere along the line of ever-constant changes, there has been eliminated the front-end assembly.

"The front end of the underbody has been turned up to form the lower part of the dash, the cowl top panel has been flanged down to form the top of the dash panel. The assimilation of the cowl top panel as part of the roof, and the cowl slide panels and door pillars into the unit structure side panel accomplished this disappearance.

"We are now prepared to assemble this body on the moving major assembly line. There are 24 fixtures, chain-driven, on accurately lined up heavy-duty rails. These fixtures are well constructed and all fitted to a master locating jig to provide uniformity and also a means of a periodical check for accuracy.

"At each corner of the fixture is a post with a locating pin. There are the usual swinging clamps, locators and other paraphernalia associated with the assembly fixture.

Putting It Together

"Let us proceed to build the body step by step. At the start of the line from the ever present adjacent conveyor, we remove the underbody assembly and place it on the moving jig and securely bolt or clamp in place.

"Depending on the style of the body, the inner wheel house panel and the lower rear trunk opening panel are then located and welded. Naturally, this operation is unnecessary when these parts have been previously welded on the underbody.

"The right and left hand side unit assemblies are taken from the conveyor, loaded on the fixture, located and clamped in place and welded to the underbody, trunk panel and lower dash.

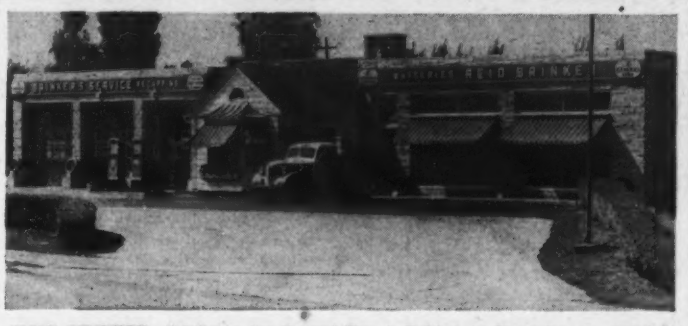
"The roof panel subassembly is then taken from the conveyor and located in place. At this point, the master top fixture is lowered from the overhead rail and is located by means of pins on the four posts previously mentioned on the fixture and then securely locked. The top and side panels are then located and clamped to the top fixture.

"The windshield opening location is established and a swinging fixture, mounted on the top fixture, then properly located, clamps the top and two sides to make the correct trunk opening. The assembly is tack welded sufficiently so that it can maintain proper alignment and rigidity.

"The top fixture is then released, moved back by power to the next fixture on the line and the semi-completed body is lifted by a hoist and placed on a final line. Here all the welding operations are completed, namely, the final welding of the top to the sides, seatback riser, rear window shelf, instrument panel, air conditioning duct or any other necessary parts."

"That was a good pep-talk—couldn't find myself pointed out once!"

To feel the pulse of the industry, consistent reading of Automotive News is a necessity.



REID BRINKER, distributor for General Tire & Rubber, in Sandusky, O., defied the long-time industry opinion against location in a residential district by setting up his business in the heart of Sandusky's fashionable homes area—and the success he has attained indicates that Sandusky approves, he asserts. He planned his store to blend with the surrounding residences. His original building featured colonial lines while his recently completed additions were constructed of Ohio sandstone, which is the predominating material used in the homes in that area.

Export Outlook Called Best in U. S. History

CHICAGO.—The outlook for sales of American manufactured products in the presently unoccupied countries of Europe undoubtedly stands at the greatest peak in history, J. W. DeLind jr., president, Borg-Warner International Corp., declared here last week.

DeLind made this encouraging observation upon his return from a three-month survey of markets for Borg-Warner products in the Scandinavian countries, Holland, Belgium, France, Spain, Portugal, Switzerland and England.

"The peoples of Europe," he continued, "are well acquainted with the popularly advertised American trade names and, as a result, are demanding our products. Unfortunately, however, our inability to deliver goods has enabled some European manufacturers of lesser known brands to make inroads on business which normally would have been ours."

While labor costs throughout Europe are considerably less than half of those existing in this country, DeLind believes that American manufacturers, by maintaining a flexible policy in respect to these markets, should be able to maintain and increase their portion of sales of products which are typically American.

This flexibility, he explained, may embrace partial or complete fabrication in several of the larger foreign markets. Borg-Warner, he said, has licensing arrangements for the fabrication of certain of its products in England, Sweden and France, and others are contemplated.

Dealers Organize In Pima County

TUCSON, Ariz.—The Pima County Auto Dealers Assn. has been organized here with Frank Dawson, president; Frank C. O'Rielly, vice-president, and S. J. Rutherford, secretary-treasurer.

Directors are S. M. Beaudry, Dawson; L. H. Frische, Monte Mansfield; Fred P. Nissen, O'Rielly; Harry Rollings, Rutherford, and B. F. Whiting. Other incorporators are A. C. Aigner, Bruce B. Dixon, Jack W. Erney and W. R. Freeman.

Bugganer K-F Director For Cincinnati Assn.

CINCINNATI.—At a meeting of the Kaiser-Frazer Metropolitan Dealers Organization, Joseph Bugganer, president of Bugganer Motors, was unanimously elected Kaiser-Frazer director to serve on the board of directors of the Cincinnati Automobile Dealers Assn. for the ensuing year. The meeting was called by C. R. Collins, Cincinnati Kaiser-Frazer distributor.

Plans Capital Increase

Green Mountain Motors, Inc., Burlington, Mass., proposes to issue 280 shares of common stock of a value of $50 a share for $14,000 cash.

Veteran Trainees On Job with 75% Of N. Y. Dealers

ALBANY, N. Y.—More than 75 percent of the 1,700 members of the New York State Automobile Dealers are offering on-the-job training to veterans, C. D. Henderson, executive vice-president, revealed last week.

Henderson told a radio audience that even more dealers were anxious to initiate the program, and would do so as soon as their plans were approved by the Veterans Administration.

He pointed out also that the 2,344 veterans now in the training program represent only about 25 percent of all the veterans employed by dealers. A total of 8,370 ex-servicemen are employed now by members, he said. Of these, four out of five are new employes who started work after the war.

Paying tribute to the dealers for their services to the veterans, Henderson said the survey also revealed that about 45 percent of all new cars were sold to veterans. Eighty percent of the sales, he said, were made without demanding trade-ins.

He warned veterans, however, that they must not jeopardize their position by falling prey to "vicious schemes" of black marketeers. He said that 10 percent of the veterans to whom new cars were sold are known to have done this, reselling their cars for a great profit shortly after they received them.

Eyes on Future

Cavanaugh Press Statement Assures Customers

MANCHESTER, N. H.—(UTPS)—In a statement published in local newspapers, Cavanaugh Bros. Motors, Ford dealer here for the past 25 years, has assured its customers that it was thinking of the future rather than quick profits which might be made at present by deviating from a policy that has won "confidence and respect."

"Cavanaugh Bros. Motors realizes," the statement said, "that the present abnormal demand for automobiles will not last forever; that the day will come when we shall be knocking at your door asking for business."

Installation of Paragon tow-bar on 1946 cars. Fits 98% of all cars—knee-action or regular axles—all full bumpers, straight or slanted.

FITS 98% of ALL CARS

Installed in 3 Minutes

No Tools Required

Here's an ideal utility tow-bar—efficient—strong—light—inexpensive. Made of hot-pressed steel—it weighs only 18 lbs; yet is ten times stronger than necessary! Note that Paragon is completely self-contained—no tools of any kind are required. Put it on in three minutes, take it off in two! Paragon is designed by the engineer who has invented America's most-used tow-bars. The new Paragon is now available for immediate delivery. Order today!

$14.95 net. (No discount) Includes excise tax. F. O. B. Ypsilanti, Michigan

PARAGON TRAILER HITCH

The complete trailer hitch is shown above, fits 98% of all bumpers.

FITS *SLANT* BUMPERS, TOO

The unique construction of the ball-tongue allows use on bumpers of any straight or slant design—with or without gravel shields. The Paragon Trailer-Hitch is made of extra-strong, all-steel stampings, with all bolts and lugs cadmium plated. No tools required—installed or removed in a minute or two. Brake lining pads along the contact flanges on the hitch prevent any damage to bumper, protecting the beauty of the car.

IDEAL FOR TOWING

Attach hitch to front bumper of car to be towed. Attach chain (not furnished) with clevis to ball-tongue—all in a few minutes. An ideal service-towing device.

$5.45 list, incl. excise tax. 35% discount on orders of 1-5; 40% dis. 6 or more. Order today.

WOOD-WILLIAMS-COPP MFG. CO., 5239 W. Michigan Ave., Ypsilanti, Mich.

"Red Arrow" Tow-Bar "Paragon" Tow-Bar "Paragon" Trailer-Hitch Trailer Dolly Truck Saddle Mount

Goodrich Shifts 5 Executives on Replacements

AKRON.—Revision of the territorial organization of the Replacement Tire sales division of B. F. Goodrich into five divisions instead of four, and appointments of five sales executives were announced last week by Guy Gundaker jr., field sales manager. Changes follow the recent death of Charles A. McGill, who had been manager of the central division.

L. T. Greiner has been named manager of the fifth territorial area, the southwestern division, comprising the Dallas, Houston, Kansas City, Oklahoma City, Omaha and St. Louis districts, all formerly in the central division. Headquarters will be in Oklahoma City.

A. C. Kelly is the new manager of the central division, succeeding McGill. His territory will now comprise the Chicago, Indianapolis and Minneapolis districts, which were in the central division, Cincinnati, formerly in the southern division and Cleveland and Detroit, previously in the eastern division. Headquarters will be in Chicago.

Hugh Reichert, manager of the Buffalo district since 1943, succeeds Kelly at Chicago and George R. Empson is now manager of the Buffalo district. Hoyt Price has been named manager of the Oklahoma City district, succeeding Greiner.

Michigan U. C. Dealers Discuss Code Tuesday

DETROIT.—The Michigan Used Car Dealers Assn. will meet at 7 p.m. Tuesday (Dec. 3) at the Detroit-Leland hotel to discuss its proposed code of ethics and purposes of the association.

Louis Cohen, secretary, also revealed that offices have been moved to 844 Maccabees building and that the association has arranged for telephone messages to be taken at Randolph 3524 and 3525, as well as at Temple 2-0132. Marice O'Neil has been added to the office staff.

What do you want to buy, sell or trade? See Classified Want Ads, inside back cover this issue.

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MASKING TAPE
Manufactured by Industrial Tape Corp., New Jersey

1 Inch Tape
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The Whistling VENTALARM in Your Gas Tank:

- *prevents blowbacks, overfilling*
- *saves time and money*
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Watch for new 1947 car, truck and bus models equipped with the efficient, economical VENTALARM!

VENTALARM
GAS TANK FILL SIGNAL

SCHELLY SIGNAL CO., 88 FIRST ST., CAMBRIDGE 41, MASS.

Output

(Continued from Page 1)

sharpest drops in steel output ever recorded in a single week. Throughout the nation fires were reported dying in the blast furnaces of steel producing centers.

U. S. Steel, the nation's largest steel maker, announced that it would soon be forced to reduce operations to only 35 percent of capacity.

Weeks will be required, it was explained, to resume full operation even if coal miners return to their jobs immediately.

Accordingly, an auto industry spokesman said the automobile industry would be in a "tense" predicament within another week.

It was believed that automobile plants will feel the first effects of the coal strike when suppliers' chains break down because of steel cutbacks and freight embargoes.

Combined U. S. and Canada car and truck output last week amounted to an estimated 69,584 compared with a revised total of 96,360 the week before.

And last week the race for supremacy in passenger car output between Ford and Chevrolet tightened. It was clear that unless Ford output registers a highly improbable increase, Chevrolet will be out in front by the middle of December.

Only about 7,500 units behind, Chevrolet is whittling down the Ford lead by nearly 1,000 cars daily and last week took advantage of a full extra day's output.

Passenger car output by General Motors in the U. S. last week is estimated at 26,304 for four days effort. GM output the week before soared to 31,993, which registered another GM weekly postwar record.

A three-day schedule at Ford resulted in the assembly of an estimated 8,173 compared with an actual total of 13,472 in the previous week.

A Ford official reported that the use of oil and butane gas has reduced the company's daily consumption of coal from 6,000 to 4,000 tons. It was added that the substitution increases operations costs but will stretch Ford's coal supply into January.

Chrysler's U. S. output of cars last week is estimated at only 6,692. Revised totals for the week before credit Chrysler with building 11,160 cars.

Chrysler officials said no layoffs or further cuts in production are contemplated for at least another week.

An estimated 1,102 Kaisers and Frazers were built last week on a five-day schedule. In the previous week K-F assembled an actual total of 1,043 cars.

Working four days, Packard output last week amounted to an estimated 1,151 cars compared with 1,420 the week before.

Three days of activity held Studebaker output last week to an estimated 1,457 cars and 708 trucks but the recently increased daily truck schedules were maintained. In the previous week Studebaker built an actual total of 2,084 cars and 1,174 trucks.

Hudson's three-day effort resulted in the assembly of an estimated 1,601 cars and 86 trucks last week compared with 2,134 cars and 117 trucks the week before.

Total truck production in the U. S. last week is estimated by AUTOMOTIVE NEWS at 18,698. Truck output the week before totaled 25,575.

Total truck output since Jan. 1 amounts to 835,358, and it is unlikely that truck output will total the 1,000,000 figure in 1946 that was hoped for.

Steel Scarcity May Shut Toledo Plants Soon

TOLEDO.—Twenty thousand workers in Toledo automotive plants remained idle over the Thanksgiving weekend. The holiday was extended in an effort to stretch diminishing stocks of steel, coal and other critically short materials. Company officials say that even though the coal strike ends and coal supplies become available soon, tight production of steel supplies will severely curtail and close many industrial plants in the Toledo area by the middle of December.

Among plants idle from Wednesday until today were Electric Auto-Lite, Willys-Overland, Spicer Mfg. Co., City Auto Stamping, Bunting Brass & Bronze, Kent Owens Machine & Closure division, Owens-Illinois Glass.

Car, Truck Output Estimates By Automotive News

PASSENGER CARS
(U. S. PRODUCTION ONLY)

	Week Ended Nov. 30, 1946	Same Week 1941†*	Week Ended Nov. 23, 1946*	Total Nov. to Date*	Jan. 1 to Nov. 29, 1941†*	Jan. 1 to Nov. 30, 1946*
GENERAL MOTORS	26,304	38,001†	31,993	124,352	2,077,116†	691,781
Buick	4,681	5,903	5,917	22,571	350,333	132,229
Cadillac	857	1,053	1,064	4,259	55,593	24,222
Chevrolet	13,831	21,721†	16,231	62,080	1,184,904†	329,056
Oldsmobile	3,402	4,126	4,292	17,072	218,346	94,198
Pontiac	3,553	5,198	4,489	18,370	267,940	112,076
CHRYSLER	6,692	16,200†	11,160	41,635	1,042,285†	486,076
De Soto	747	1,023	1,248	4,781	89,882	58,263
Dodge	2,142	6,219†	3,571	12,992	344,666†	142,862
Plymouth	2,826	7,517†	4,712	17,829	476,663†	212,017
Chrysler	977	1,441	1,629	6,033	131,074	72,923
FORD	8,173	19,864†	13,472	51,091	945,874†	411,469
Ford	6,407	17,647†	10,665	40,122	830,783†	336,584
Lincoln	315	396	416	1,817	16,998	11,645
Mercury	1,451	1,821	2,391	9,152	98,093	63,240
CROSLEY	205	N.A.	328	1,107	N.A.	3,662
HUDSON	1,601	1,521†	2,134	9,429	74,581†	88,921
KAISER & FRAZER	1,043	....	1,102	3,893	.....	7,688
NASH	1,641	1,721	2,733	10,476	73,999	89,026
PACKARD	1,151	1,645	1,420	5,793	69,573	37,857
STUDEBAKER	1,457	3,802†	2,084	8,201	122,319†	67,249
WILLYS‡	321	....	530	1,681	26,952†	4,322
MISCELLANEOUS		7,783			369,120†	
Total Cars, U. S.	48,588	90,537†	66,956	257,658	4,801,819†	1,888,045

*Revised. †Includes trucks. ‡Station wagons. N.A.—Not available.

Note: 1941 figures include cars and trucks, U. S. and Canada.

* * * * * *

COMMERCIAL CARS
(U. S. PRODUCTION ONLY)

	Week Ended Nov. 30, 1946	Week Ended Nov. 23, 1946*	Total Nov. to Date, 1946*	Jan. 1 to Nov. 30, 1946*
CHEVROLET	6,607	7,753	29,567	236,415
FORD	3,331	5,489	20,930	179,278
DODGE	1,623	2,703	10,320	112,120
INTERNATIONAL	2,389	2,807	10,438	101,318
WILLYS	1,109	1,849	6,454	63,853
STUDEBAKER	708	1,174	4,341	37,365
GMC	1,471	1,886	7,147	31,961
REO	412	551	2,133	15,138
WHITE	293	283	1,420	11,455
DIAMOND T	252	314	1,219	7,553
FEDERAL	123	156	575	5,459
MACK	21	39	89	5,122
HUDSON	86	117	416	3,445
MISCELLANEOUS	273	454	1,762	24,376
Total Trucks, U. S.	18,698	25,575	96,811	835,358
Total Cars, Trucks, U. S.	67,286	92,531	354,469	2,723,403
Total Cars, Trucks, Canada	2,298	3,829	14,753	145,813
Grand Total, Cars and Trucks, U. S. and Canada	69,584	96,360	369,222	2,869,216

*Revised. Miscellaneous includes Autocar, Divco, Marmon H., Brockway, Four-Wheel Drive, Sterling, etc.

Proposed Tax Cut Schedule Set by United States C. of C.

WASHINGTON.—Substantial reductions in taxes on both individual and corporate incomes, effective in 1947, were proposed by the committee on federal finance of the United States Chamber of Commerce last week.

The committee suggested a 25 percent cut in rates on individual incomes and a reduction from 38 to 33 percent in the rate on corporate incomes in 1947, to 30 percent in 1948, and to less than 25 percent in 1949.

Other proposals for a lightening of the tax burden included immediate repeal of war excise tax increases, the tax on property transportation and levies of a nuisance type, lowering of estate and gift taxes and eventual relinquishment of these sources of revenue to the states, and a reduction in the present effective rate on capital gains from 25 to 12½ percent.

The report urged immediate diminution and eventual elimination of double taxation on earnings of corporations and dividends to stockholders, without resort to a tax on undistributed profits.

Retention through 1947 of the carryback and carryforward of net operating losses of corporations and a new provision, applicable in 1948 and thereafter, for a seven years carryforward in lieu of the right to carry back such losses was recommended.

Discussing basic tax policies, the committee said:

"Immediate substantial reductions in federal taxes must be made, looking toward balancing the fiscal 1948 budget at as much less than $25 billion as will permit adequate debt retirement.

"Relatively heavy taxation and expenditures, when viewed from prewar standards, will be unavoidable but early achievement of a balanced budget at a level which will permit less oppressive taxes and adequate debt reduction is vital to economic stability.

"The raising of even $20 billion in federal taxes, as a continuing peacetime objective, will present dangers to our economy. Such a volume of federal taxes, combined with state and local levies, will mean oppressive rates, with severe restraints upon enterprise and thrift.

"Extensive improvements in the federal revenue system, as well as substantial reduction in taxes, are essential to a healthy economy.

It points out that "a stable, equitable and workable system, which permits replenishment of the wellsprings of enterprise, must be devised. The large revenues which are necessary should be sought from all sections of the public and all forms of economic activity, with a minimum of braking effect upon incentives to production and trade.

"There should be full recognition of the principle that the continued burden of taxes upon business undertakings and investors therein should not prohibit a fair return, after taxes, commensurate with the risks involved."

2 Weeks' Supply of Steel . . .

Auto Output Slash Near Unless Coal Tieup Ends

(Continued from Page 1)

tuted contempt, irregardless of whether he had the right to issue such an injunction.

Hopes for resumption of coal output appeared to rest on behind-the-scenes movements for a truce agreement pending resolution of the legal dispute.

Towards this end, Lewis was reported to have conferred with several influential executives in the coal and steel industries. Whether these conferences resulted in an understanding on the terms of a settlement agreement was not known.

Truman Orders Fight

The government, while it is promoting the sessions between Lewis and the coal operators, is said to be flatly opposed to making any concessions on wage demands. President Truman has made it understood that he wants to engage Lewis in a do-or-die fight on the legal issues involved.

According to the best available information, Lewis has put forward two main demands: a reduction in the miners' work-week to 45 hours, with the same pay as for the present 54 hours, and an increase in the new health-and-welfare fund from five cents to 10 cents for every ton of coal mined.

Secretary of the Interior J. A. Krug has estimated that the wage demand amounts to a 40 percent raise in the miners' pay. It has been reported, however, that Lewis would settle for a 15 or 20 percent wage boost if the coal operators agreed to double the welfare fund levy.

Washington labor observers agreed that the return of the miners to their jobs will not occur until a "substantial" raise has been promised. Lewis seems determined to gain his second-round wage increase well in advance of other unions, particularly those in the CIO fold.

The auto industry's own wage problems will return to the conference table tomorrow (Dec. 3). Chrysler Corp. and the UAW-CIO will resume the talks that were recessed early last month because of the CIO convention at Atlantic City.

Of far more concern to the auto makers at this time, however, was the rapid decline in steel-mill and steel-fabricator production, for a prolonged production suspension will not yield profits out of which any wage increase can be paid.

At the outbreak of the coal strike, the industry did not expect steel output to plunge so suddenly. As a consequence, most felt then that they could hold out until after the holidays and the period set aside for the changeover to 1947 models.

Predictions Advanced

But last week's sharp drop in the steel rate caused the car assemblers to advance their shutdown predictions. If, as the steel makers expect, the mills reduce their output another 30 percent this week, the auto industry will feel the effects of the cutback not later than the third week of December. The imposition of a rail freight embargo would further advance this estimate.

Should a truce be called in the coal strike, the steel plants would require at least a week to rebuild their fuel inventories to the pre-strike capacity level. Already car and truck plants have lost thousands of tons of steel on which they had banked for increasing output in the first quarter of 1947.

Irving S. Olds, chairman of U. S. Steel, the nation's leading steel producer, said that coal inventories in his plants were virtually nonexistent. He expressed the warning of all major steel suppliers when he said:

"If the strike goes on, operations, already materially reduced, soon will come to a standstill."

Chrysler Corp. and Kaiser-Frazer are the only assemblers whose steel stockpiles are ample enough to avert the danger of an early shutdown. A freight embargo, however, would affect all vehicle lines alike by choking off the flow of vital parts.

The other labor news in the industry last week stemmed from the pension plan demand which the UAW will serve on Ford next spring. Richard T. Leonard, the union's national Ford director, announced that more than 6,000 Ford workers would be sent questionnaires asking their views on a pension program.

UAW leaders returned from the CIO convention without disclosing the exact amount of the wage raise they are seeking. The unionists declared, however, that no increase under 20 cents an hour will be "acceptable."

The convention unanimously adopted a resolution calling for "adequate" wage raises to match the rise in the cost of living. The 41 unions represented agreed that each will determine the amount of its own demand and that no flat CIO demand will be made.

CIO leaders were divided on the advantages of "escalator clauses" in new wage contracts.

Such a clause, providing additional raises if prices move up to specified levels, was agreed upon recently between Sinclair Oil and the CIO Oil Workers union. The Sinclair pact grants a base increase of 18 cents an hour to 9,000 workers.

Cite Anti-Injunction Act

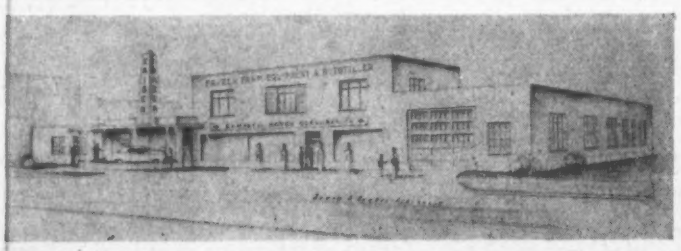
Automotive executives watched the U. S.-Lewis court scrimmage more for a sign of the trend of future labor relations than as a key to the termination of the miners' walkout.

Attorneys for Lewis, including Joseph Padway, chief AFL counsel, cited the Norris-LaGuardia act in arguing that their client was innocent of the government's contempt-of-court charges.

This act, adopted in 1932, severely limits the injunctive power in labor disputes. The government contends that the law affects private employers' controversies only, and has no bearing on agreements to which the U. S. is a party. The issue has never before been threshed out in the courts.

If the government's case is upheld, Lewis could be jailed and the UMW fined almost any amount. Some have mentioned a fine as high as $200,000 a day—payment of which would be held in abeyance, however, should Lewis appeal to higher courts.

Need a Service Man—Want a Job—try a want ad in Automotive News. They get quick results!
☞ Want Ad Dept., inside back cover.



THE NEW 100 by 140-foot home of Campbell Motor Corp. (Kaiser-Frazer), 500 N. Twenty-Ninth St., Billings, Mont. The service department employs 10 mechanics, according to R. E. Campbell, president. The firm is distributor for 22 eastern counties in Montana and four in Wyoming and for Graham-Paige farm equipment in Montana and four northern Wyoming counties.

Steel Output Drops To 62.8 Percent

NEW YORK.—The operating rate of steel companies having 94 percent of the steel capacity of the industry was 62.8 percent of capacity for the week beginning Nov. 25, compared with 91.4 percent two weeks ago, 89.4 percent one month ago and 83.5 percent one year ago, according to figures supplied by the American Iron and Steel Institute.

Youngren Sees Shorter Hoods, Better Ride

DEARBORN.—Predictions about automobiles of the future were made Saturday afternoon by Harold T. Youngren, vice-president and director of engineering of the Ford Motor Co., before the Central Association of Science and Mathematics Teachers at the Edison Museum here. It was Youngren's first address since becoming associated with Ford.

H. T. Youngren

"Bodies are getting wider, and we are going to see more window area than ever before," Youngren said.

He said the automobile is more and more "becoming a comfortable room-on-wheels instead of just a place where people sit while being carried from one point to another." Youngren also told his audience that the long, tapering hood of the present-day car "is bound to disappear."

"Popular demand for a better ride during the last decade has pushed the engine forward in order to cradle the passengers between the front and rear axles," he said.

Such items as improved vision, better seat adjustments, more legroom and headroom and a better location of the operating mechanism are receiving greater attention than in the past, he said.

He predicted improvement in present-day gasoline engines, particularly in overcoming friction, combustion chamber design and in better fuel distribution. Shorter hoods, he said, will necessitate more widespread adoption of V-8 engines, while compression ratios will go higher to "a moderate degree."

"Higher octane gasoline alcohol and other fuels offer bright promise," Youngren said. "The limitations of availability and distribution at low cost are primary considerations. We will not gain much if the price per gallon of these premium fuels overbalances the greater miles per gallon resulting from their use."

On the subject of automobile transmissions, Youngren said: "In the lower price field the problems of cost, reliability and serviceability are most important. A large part of the public cannot afford to sacrifice any one of these advantages."

Wreckers Held Key Source Of Auto Parts

CHICAGO.—Instead of 20 percent, which is normal, 75 to 80 percent of the parts required to keep motor vehicles running must be supplied by auto wreckers until effects of the war and subsequent strikes are overcome, Louis E. Delson, executive secretary of the National Auto Wreckers Assn., said last week at the annual convention of the organization in the Congress hotel.

A famine in replacement parts still exists, Delson added. He said that $120,000,000 worth of automotive parts is available in the form of government surplus materials, and estimated that an additional $300,000,000 worth is scattered about the country in salvage yards and in some new production, making a total of $420,000,000.

Bantam Car Names Franko New Detroit Distributor

American Bantam Car Co., Butler, Pa., announces a new Detroit area distributor for Bantam Supercargo Truck Trailer, the Franko Sales & Equipment Co., 14900 W. Warren Ave., Dearborn, Mich., under the direction of **John J. Franko** jr. **C. J. O'Leary** is general manager.

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Yes, *canda cloth's* comfort is a sales point that dealers should take advantage of. For in new cars coming through, or in resales, it's an extra customer magnet.

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To Check Price Rise Danger . . .

U.S. Urged to Retain Control on Rubber

CHARLESTON, W. Va.—Continued temporary government regulation of rubber was urged by Dr. R. P. Dinsmore, Goodyear scientist and vice-president, in an address here before the American Institute of Chemical Engineers.

He warned that without temporary regulation, prices of natural rubber would rise to the detriment of Americans and the country would at the same time risk losing its synthetic rubber that helped win the war.

"The rubber industry," he declared, "is certainly not asking for prolonged regulation, but common sense dictates that two things be done by the government:

"1. Continue government purchase of natural rubber while the shortage continues.

"2. Set up a plan to assure the use of a minimum amount of synthetic rubber, preferably in the transitional period, by product specification."

Dr. Dinsmore estimated that next year the U. S. would use about 980,000 tons of rubber, and that the world's production of natural rubber would not exceed 1,000,000 tons, of which the U. S. can expect to obtain only 60 to 80 percent.

Concerning synthetic rubber, Dr. Dinsmore said that the large high-speed tires of synthetic rubber are not too good, but that synthetic passenger tires did an excellent job and are still improving.

Ford Promotes 3 to New Posts In Districts

DEARBORN.—Promotion of Leslie H. Lutz to Ford district manager in charge of district sales office at Richmond, Calif., was announced last week by J. R. Davis, vice-president and director of sales and advertising.

Lutz previously was assistant district manager under A. S. Hatch, who in recent years has served in the dual capacity of regional manager of the west coast area of the United States and district manager, with both offices located at Richmond.

Earle S. Alexander, formerly assistant manager, has been named manager of Ford district sales office at Houston. Alexander succeeds C. H. O'Donohue, recently named manager of the Chicago district. He has been with Ford at Houston since 1919.

Davis also announced the promotion of Henry H. Reiser from assistant manager to manager of the company's Salt Lake City district. Reiser joined the Ford field organization there in June, 1935, and has been employed continuously at that office. He was named sales manager for the district in 1944, and promoted to assistant district manager a year later.

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Obituaries

John Ed. McCrea

AMERICUS, Ga.—John Ed McCrea, 52, automobile dealer of Georgia, South Carolina and Florida, died recently at the home of his mother, Mrs. J. A. McCrea. At the time of his death, Mr. McCrea was operating a dealership in Greenville, S. C.

Jacob D. Critz

LITTLE ROCK, Ark.—Jacob D. Critz, associate of the Critz Chevrolet Co., North Little Rock, Ark., died here Nov. 14.

Walter D. Heatwole

HARRISONBURG, Va.—Walter DeWitt Heatwole jr., 32, Winchester automobile dealer, died of a heart attack while hunting Nov. 16 near here.

Harry J. Freeman

MANCHESTER, N. H.—(UTPS)—Harry J. Freeman, 54, automobile dealer, died last week of a heart attack. He was associated with Manchester Buick Co. before establishing his own dealership.

Chauncey M. Johnson

DETROIT.—Chauncey M. (Chan) Johnson, 64, owner of Woodward Chevrolet, died last week. He was in the automotive business for 35 years.

Earl W. Kimball

BUFFALO.—Earl W. Kimball, former factory service manager for the Franklin Auto Co., Syracuse, N. Y., and a member of the Society of Automotive Engineers, died in Buffalo General hospital following a long illness.

Sid Black

SAN ANTONIO.—Sid Black, former vice-president in charge of sales of Chandler and Cleveland automobile companies, died in the Nix hospital here Nov. 21.

Alec A. Gray

SEATTLE.—Alec A. Gray, 53, president of Commercial Automotive Service Co. for the past 20 years, died at his home Nov. 15 of a heart attack.

Harry Eversole

INDIANAPOLIS. — Harry Eversole, 76, who helped Elwood Haynes make the first gasoline-operated automobile, died here Nov. 13.

Henry A. Schoknecht jr.

ST. LOUIS.—Henry A. Schoknecht jr., 54, St. Louis sales manager of the GMC Truck & Coach division of General Motors, died last week of a heart attack at his home in St. Louis county.

John Koch sr.

COLUMBIANA, O.—John Koch sr., president of Koch Motor Co., died Nov. 27 at Salem City, O., following a long illness.

LeRoy Hall

CORCORAN, Calif. — LeRoy Hall, 26, Corcoran auto dealer, was killed on Nov. 21 when his car crashed headon into another car on a bridge 12 miles southeast of Stockton, Calif.

Frederick Bissell

TOLEDO.—Frederick Bissell, 81, electrical pioneer and founder of northwestern Ohio's first electrical fixture company in 1899, died last week. He retired in 1941 when he sold the F. Bissell Electrical Fixture Co. to Westinghouse.

Auto Financing Rises Slightly, Canada Reports

OTTAWA.—It is reported that the financing of sales of new and used motor vehicles in Canada in October numbered 4,485 units, with a financial value of $3,888,758.

Activity was slightly greater than in September, particularly in the new vehicle field, although the monthly average for the first 10 months of 1946 was not appreciably exceeded in either the new or used classifications.

The 2,052 new vehicles financed in October were almost equally divided between passenger and commercial models. During the first 10 months of the year, there were 17,520 new vehicles financed to the extent of $21,129,389, whereas only 3,030 new vehicles were financed for $4,120,943 in the same period of last year.

Used vehicles financed in October totaled 2,433 units with a financed value of $1,209,579. Passenger models numbering 1,692 formed the greater part of this total, and a high percentage of the transactions took place in Ontario.

Midwest Drivers Get Pay Boost

CHICAGO.—Negotiations between truck owners and AFL teamsters union reached a one-year agreement last week, resulting in wage boosts ranging as high as 15 percent for some 40,000 over-the-road drivers.

Three thousand truck owners in 12 Midwestern states figured in the agreement, which covers employers in Michigan, Ohio, Indiana, Illinois, Wisconsin, North Dakota, South Dakota, Nebraska and Kansas.

Dealers of Warren Area Organize Association

WARREN, O.—The newest local dealer association in Ohio is the Trumbull County Automotive Dealers Assn., with the following officers: F. C. Armstrong jr. (Int.), Warren, president; G. F. Shively (Ford), Niles, vice-president; O. W. Sanzenbacher (Dodge-Plymouth), Warren, treasurer, and G. L. Harris (Buick-Cadillac), Warren, secretary.

Edgewise

(Continued from Page 4)

Bissinger & Welch; pretty Mildred Haskins, the association's attractive manageress and probably one or two other good subscribers whom I missed between the Martinis and the Manhattans. Then, of course, there were all of my newspaper friends, including our veteran correspondent, Leon Pinkson of the *Chronicle*, Edwin Haverty of the *Call-Bulletin* and Ralph Gordon of the *Oakland Post-Enquirer*. Harry Elliott, the west coast's leading publicist, looking more like the late Harry Hopkins than Hopkins ever did! All in all, quite a flattering turnout and my humble thanks to all concerned!

* * *

Tonight we head back home on the Union Pacific's "City of San Francisco" with faith renewed in the future of our country and the knowledge that ours will always be its No. 1 industry—come hell, high water, Molotov or John L. Lewis!—G.M.S.

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☞Want Ad Dept., inside back cover.

ONE OF THE MOST attractive and complete automobile dealerships in the Northwest is this headquarters of Ross Lynch Motor Co., Oldsmobile dealer in Yakima, Wash.

CLASSIFIED WANT ADS

HELP WANTED

CHEVROLET PARTS COUNTER MAN, experienced, for active parts department. Write qualifications, age, experience. Chevrolet Dealer, Bousa Motors, Inc., Willimantic, Conn.

WANTED—Parts manager for medium-size Ford dealership. New building and equipment. Small city, Central Ohio. Salary and bonus commensurate with ability. Box 1446, c/o Automotive News, Detroit 26.

MALE HELP WANTED

PARTS MANAGER by Ford Dealer—65 miles outside New York City in New England. Must have thorough knowledge of ordering and merchandising Ford parts. State previous experience, present employment, rate of pay expected for 5½-day week. Your reply will be held in strict confidence.

Box 1459
c/o AUTOMOTIVE NEWS
Detroit 26

LARGE INDEPENDENT DEALER in Virginia desires experienced service manager with Southern background capable of building up and handling large service volume. Permanent position with excellent future. Replies confidential. Box 1452, c/o Automotive News, Detroit 26.

CHEMIST — AUTOMOTIVE PRODUCTS. Knowledge of sound dampening, adhesives, saturated felts preferable. Desirable that applicant be capable of supervising group of Automotive Products Chemists. Permanent position with long established, progressive company. Excellent opportunities for advancement for right man. Location, Metropolitan New York area. Send resumes to Box 1460, c/o Automotive News, Detroit 26.

LARGE BUICK DEALER in Western Massachusetts wants experienced service salesman or shop foreman. Excellent opportunity. Write giving qualifications. Box 1461, c/o Automotive News, Detroit 26.

EXPERIENCED Chrysler service manager. Only first class man of good character and habits. Salary and commission. Give complete experience. Replies confidential. Cullum Motors, Aiken, S. C.

WANTED—Experienced Ford parts man. Good proposition for right man. Give age, experience, references. Runkel Brothers, Havre, Montana.

PARTS MANAGER—For large Midwest dealer. Chrysler experience necessary. Great opportunity for manager, Parts Wholesaler Depot. Write qualifications, age, present income and expected income. References. Box 1472, c/o Automotive News, Detroit 26.

ACCOUNTANT-OFFICE MANAGER—For large Midwest dealer who is expanding rapidly. Great opportunity for experienced man or woman with Chrysler background. Write qualifications, age, present income, expected income and references. Box 1473, c/o Automotive News, Detroit 26.

POSITION WANTED

EXPERIENCED Chrysler Mopar field representative desires position, not requiring constant travel, with automotive manufacturer or dealer. Unusually valuable experience as industrial executive prior to Chrysler affiliations. Excellent references. No objection to occasional business trips. Box 1449, c/o Automotive News, Detroit 26.

GENERAL MANAGER available, 16 years automobile experience familiar with all phases of automobile business including four years Ford dealer, two years Lincoln-Mercury distributor. Capable of taking complete charge of operation. 38 years old. Can make substantial investment if necessary. Box 1448, c/o Automotive News, Detroit 26.

PARTS WHOLESALE MANAGER — 25 years in parts business. Have managed Mopar wholesale operation, worked for Chrysler Motors Parts Corp. Thoroughly trained in management, training personnel and sales promotion, wants job with Mopar wholesaler or aggressive Chrysler, Dodge, or DeSoto dealer, excellent references. Box 1469, c/o Automotive News, Detroit 26.

PARTS MANAGER—Young man, 36 years old, with 18 years experience—ten years as mechanic and service manager, eight years selling and merchandising Chrysler MoPar parts. At present am sales manager for a large Chrysler-Plymouth parts wholesaler. Will locate anywhere for a permanent job with an old established dealer. Box 1475, c/o Automotive News, Detroit 26.

POSITION WANTED

EXPORT—All around automobile man, experienced in all phases from parts and service to sales, good organizer, live wire, veteran World War II. Wishes to travel in Europe for manufacturer or manage foreign branch, etc. Please inquire. Box 1474, c/o Automotive News, Detroit 26.

SERVICE MANAGER—Twenty-six years' experience with GM and GM distributors. Permanent position only. Box 1451, c/o Automotive News, Detroit 26.

SERVICE MANAGER—Now employed by DeSoto-Plymouth dealer. Fifteen years experience with General Motors dealers. Age 43. Past record of successful accomplishments. Prefer association with dealer having large service potential. Box 1476, c/o Automotive News, Detroit 26.

EXECUTIVE-SALESMAN. Fourteen years wholesale experience cars, trucks, buses in field and general office seeks real opportunity. Unusual references. Box 1477, c/o Automotive News, Detroit 26.

AUTOMOBILE AUDITING, accounting, and business manager. Twenty years experience General Motors, and Chrysler wholesale and retail, desires retail connection with investment possibility. Box 1463, c/o Automotive News, Detroit 26.

AUCTION

Announcing the Opening of a DEALER AUCTION SALE

500 Automobiles

Tuesday, Dec. 3rd, 1946, at

R. S. EVANS AUTOMOBILES, INC.
3900 N. Broad St.
Philadelphia, Pa.

Every Dealer Can Buy or Sell For Full Particulars Call Ba. 9-5440

DISTRIBUTORS WANTED

WANTED

Distributors for the exclusive use of Rust-Tite, the perfect undercoating Emulsion for automobiles. Meets all fire regulations and does not plug up spray guns or pumps. See ad page 26.

Rust-Tite Emulsion Products, Inc.
342 East Avenue
ROCHESTER, NEW YORK

BUSINESS FOR SALE

AUTO ELECTRICAL SHOP—Equipment, tools and stock. Midwest location. Priced right. Box 1467, c/o Automotive News, Detroit 26.

Nationally Known Bus Body Factory for Sale

Exceptional opportunity. Large number unfilled orders. Substantial cash required.

WIRE
CONSOLIDATED BUS & EQUIPMENT CO.
420 Lexington Avenue
New York City
MU. 3-9297

DEALERSHIP WANTED

DEALERSHIP WANTED—Will purchase outright dealership any make eastern Pennsylvania or will consider capital investment for partnership. All communications kept confidential. I. J. Milgrim, 544 Greystone Rd., Merion Station, Pa.

DEALERSHIP WANTED on West Coast by aggressive, young man with over ten years experience as new car dealer in metropolitan city. Have cash and can get factory approval. Will buy whole or part and manage the business. All communications kept confidential. Box 1470, c/o Automotive News, Detroit 26.

WANTED FOR EXPORT

WELL-INTRODUCED firm with good coverage of Brazilian market wants contact with manufacturers and exporters of automobile tools and accessories, machine and small tools, etc. Reply to Proctor, Rua Sao Clemente 107, S. 2E, Rio de Janeiro, Brazil.

TRAILERS FOR SALE

ELEVEN BRAND NEW van trailers, Lufkin built, 10x20 tires, air brakes, fifth wheel, 20 and 24-foot long, ready for delivery, bargain. Federal Truck and Equipment Company, 3509 Harrisburg Blvd., Houston, Texas.

NEW CARS WANTED

WILL GIVE $400 cash and new Piper Cub trainer J3-65 for new Studebaker Commander. Airplane positively brand new. The list price is $2,435. Phone 184, Emory Hurley, Palatka, Florida.

USED CARS WANTED

SEVEN PASSENGERS, limousines, large fives; cars must be clean. Prices reasonable. McCLINTOCK-CADILLAC, Lansing, Mich.

WANTED TO BUY—Wrecked, burned or used Nash cars, all models. Write D. W. Bowman-Nash, Sidney, Ohio.

CADILLAC, CHRYSLER or PACKARD seven passenger limousines, new or used 1946 models, or any used ones that in condition are unusually clean and in unusually fine condition. Do not bother to write us if cars are not 100% in every respect. A. A. Auto Service, Inc., 155 East 69th Street, New York 21, N. Y. Attention of Walter Tighe.

USED CARS WANTED

CALIFORNIA DEALER wishes to purchase clean used cars not older than 1940 models. All makes, cash f.o.b. your front door; in quantities of 1 to 100. Airmail list of cars for sale and prices expected. Will make immediate contact. Kelley Kar Company, 1225 So. Figueroa Street, Los Angeles, California. Phone PRospect 1225.

USED CARS FOR SALE

WHOLESALING 100 LATE MODEL coupes, coaches, sedans, convertibles, station wagons. Sam Greenfield, 6700 Euclid Avenue, Cleveland, Ohio. Telephone HE-0232.

RENAULT 1929 Sedan, 19,000 kilometers. Excellent condition, original maroon finish, new 12-volt battery and four new 6" tires and tubes, $750. Barnett Motors, 1015 Quincy, Topeka, Kansas.

FOR SALE—43 1941 Chevrolets and Plymouths, 58 1942 Chevrolets and Plymouths, twodoor and fourdoor sedans. All in excellent condition. Perfect mechanical condition. Excellent tires. Many with radios and heaters. Cars garaged in Toledo and Philadelphia. Ready for immediate delivery. The R. A. Company, 48th and Ludlow Streets, Philadelphia, Sherwood 7-1700 or Allegheny 4-6065.

Automobiles Wholesale
All Makes — All Models
Detroit's Largest Wholesaler
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100 CARS
Wholesale Only
DOC GREINER
Madison at Seventeenth
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TOLEDO, OHIO
No letters. Call Doc or Swan.

AUTO AUCTION
Durham, North Carolina
Every Monday, 1:00 P.M.
J. B. Leathers, Mgr.
Sales Fee $5.00 Phone R731
HOME TOWN SALES
"Nearest to the North"

USED TRUCKS WANTED

WILL BUY, sell or trade army trucks or automotive equipment, especially interested in station wagons. Alleghany Motors, 68 E. Blackwell St., Dover, N. J.

TRUCKS WANTED

WANTED—Six 1946 Ford truck cabs complete, write or phone M. A. Behrend, Behrend Brothers Incorporated, Fallsway and Centre Street, Baltimore 2, Maryland. Phone MU-8466.

WANTED—New and used trucks, ½ to 10 tons, automobiles and trailers. All makes, models and years. Write or call us. Bill Fishel's, Vandeventer Auto Sales, Franklin 1750, 717 South Vandeventer, St. Louis, Missouri.

TRUCKS FOR SALE

BRAND NEW 1945 International 5-ton tractors, 4x2 drive. 11.00x20 tires. Fifth wheel. Price $4,575. Art Zweifel, Harrisburg, Pa.

FOR SALE—Six 1941 k-5 International trucks equipped with four deck 148 case beverage bodies. These trucks and bodies are in very fine condition and can be put on the job for practically no expense. Mosby-Mack Motor Company, Topeka, Kansas, Phone 4121.

FOR SALE—1942 G.M.C. tractor 248 motor with 65 passenger factory made all-metal trailer bus. Straight air brakes, 825x20 rubber, A-1 condition throughout. Not G.I. equipment. Clyde Smith, 714 Towson Avenue, Fort Smith, Arkansas.

CLASSIFIED WANT AD DEPARTMENT

Reaching an estimated 75,000 readers engaged in all branches of the automotive industry from Maine to California. Low Rates: TWELVE CENTS (12c) PER WORD for one insertion or 30c per word for 3 consecutive insertions. Cash in advance. Count initials and groups of numbers as one word. Ads may be signed with your full name and address at regular rates but if signed "Box No. ....., in care of Automotive News, Detroit 26, Mich." add One Dollar ($1) per insertion for address and extra service as replies are forwarded, unopened, the same day received. Display Ads: $8.40 per inch, per insertion.

WANT AD DEPT., AUTOMOTIVE NEWS, PENOBSCOT BUILDING, DETROIT 26, MICH.

★★ **TORQUEY** ★★

"IF ANYBODY ASKS ME—LABOR'S 'BRIGHT NEW DAWN' IS BEGINNING TO LOOK MORE LIKE 'THE MORNING AFTER.'"

BUSES WANTED

WE BUY BUSES of all makes and models, any quantity. Also bus chassis. LINN-BAKER EQUIPMENT CO., Lansing, Michigan. Phone 83814.

WE BUY NEW BUS CHASSIS
We are one of the largest purchasers of new bus chassis in America. We will buy for immediate or early future delivery all new Chevrolet, Dodge, Ford, International, or other make bus chassis you have available. Prompt cash transactions. Call, wire or write giving prices f.o.b. chassis factory or other location.
SUPERIOR COACH SALES CO.
2335 N. W. 12th Street
Oklahoma City 7, Okla.
Phone 5-3538

BUSES FOR SALE

5 GOOD USED BUSES—2 model 843, 33-adult passenger and 3 model 845, 29 adult passenger. Yellow parlor car buses all with heaters and dual rear tires. Ready to run. One or all at $1,495 each. Rayl-Stanley, Joplin, Missouri.

1941 FORD TRANSIT BUS—29 passenger, excellent condition. Speckman Bros. Garage, Aurora, Ind.

TRAILERS FOR SALE

10 FOUR CAR, dual wheel, automobile convoy trailers for sale. Some 1946 models, good tires, good brakes. Your chance to make good buy. Immediate delivery. Hulbert Forwarding Company, 590 Elk Street, Buffalo, New York.

TEN NEW DORSEY and Miller flat bed semi-trailers, 25 feet long, 1100x20 duals, air brakes, landing gear, and oak stake sides with bows and tarpaulin cover. Priced at $1,250 f.o.b. Tallahassee, Fla. Allen Sales & Service, Tallahassee, Fla. Phone 2498.

PARTS WANTED

WHAT HAVE YOU TO SELL in automobile and truck parts? We may be the buyer you are looking for. Write to us. Fuller Auto Salvage, Box 628, Salina, Kansas.

WANTED—One ring gear and pinion 1935 Chevrolet, standard group No. 5.529, part No. 600523. Wire collect. Scarbrough Buick Company, Box 684, Pine Bluff, Arkansas.

PARTS WANTED

HEAD FOR 1938 PACKARD CONVERTIBLE "120". Also motor 1940 Buick "41". Alleghany Motors, 68 East Blackwell, Dover, New Jersey.

WANTED TO BUY—Radiator complete, also radiator shell for 4160 Nash. Write D. W. Bowman-Nash, Sidney, Ohio.

WANTED—Right and left doors. Bow for top 1940 Ford convertible. Higginbotham Motor Company, 114 W. Main, Knoxville, Tenn.

PARTS FOR SALE

GENUINE FORD PARTS—We ship anywhere. We have the hard-to-get items. Call or write. Tranter-Williams, 4016 Allston, Cincinnati, Ohio.

LARGE STOCK CHEVROLET PARTS—Ship anywhere promptly. Tailored felt backed front mats, Chevrolet passenger 35-36, $3.30; 37-39, $3.60; 40, $3.60; 41-42, $3.60. Trucks 35-40, $3.60. Bousa Motors, Inc., Willimantic, Conn.

CHEVROLET PARTS—Blocks only, 37 to 42, Nos. 604370, 605472, 603401, 606538. Crankshafts—839110, 3660473, 839749. 6,000 items. Prompt shipments. Louis Chevrolet, Thompsonville, Conn.

PARTS BINS—20, steel, set up, drawers, partitions and shelves. Good condition. $40 each. Hofbauer Motors, Inc., Oyster Bay, New York.

PONTIAC
Parts Wholesaler
Fast Midwest deliveries. Exceptionally large stock on hand. Prompt, courteous treatment. 25% discount to dealers on regular discount items. We want your business. We can help you.
THOMS PONTIAC CO.
Phone Forest 8992
5225 Delmar Blvd.
ST. LOUIS 8, MO.

FORD PARTS FOR SALE—30% discount, freight PREPAID, EXCEPT net items 10%. Also truck tires, 15% off dealer billing. Write Haley-Cowart Motor Co., Douglas, Georgia.

JEEP BODIES—Civilian model CJ-2A, prime finish, stripped. The Ohio Willys Sales Company, 2351 Carnegie Avenue, Cleveland 15, Ohio.

SEND US YOUR ORDER FOR GENUINE CHEVROLET and GMC PARTS
Bickham Chevrolet Co.
Franklinton, Louisiana
Telephone 16

CHEVROLET & BUICK parts wholesalers. All orders shipped day received, 25% discount. Large stock of Buick motors, small and large models. Fits all models from 37-46. We stock the merchandise. Automobiles since 1915. Lynn H. Maughs, Fulton, Missouri.

LARGE STOCK Chevrolet parts. Ship anywhere. Promptly. Bousa Motors, Inc., Willimantic, Conn.

HOOD ASSEMBLY for 1939 Hudson 6-90 sedan. Complete left and right door and trunk lid for 1941 Ford coach. Complete left and right door and trunk lid for 1941 Ford 5-passenger coupe. Complete left, right and rear doors for 1939 Chevrolet ½-ton panel. Louis J. Gauthier, Inc., Harrisville, R. I.

DRY STORAGE BATTERIES—Globe, 4-H type, heavy duty. 13 inches long, 7 inches wide, 8½ inches high. Have never been filled with acid; list price $32.50, dealer's price $17.50, f.o.b. Sharon, Pa. Pollock-Timbin Co., Sharon, Pa.

SHOP EQUIPMENT WANTED

FAST BATTERY charger, also steam cleaner. Alleghany Motors, 68 E. Blackwell St., Dover, N. J.

WANTED—Will buy oil re-refining machine or reclaiming unit in good condition. State price, description of operation, capacity and condition. Write Box 1478, c/o Automotive News, Detroit 26.

SHOP EQUIPMENT FOR SALE

EQUIPMENT FOR SALE

Bean front end aligning machine, A-1 condition, $300.

A-1 Bee line wheel balancer, $150.

Redflash boiler No. 3—10 sections—by American Radiator Co., hydraulic drive Stokel Stoker in A-1 condition. Boiler and stoker, $600.

National Boiler, 8 sections, Freeman Stoker H2D, like new. Boiler and stoker for $500.

N. Willis Garage
MERCER, PA.

FLOOR JACKS
10 ton, Roller. New. For Cars and Trucks. Weaver & Manley.
$139
F. O. B. Detroit
GRAND RIVER CHEVROLET CO.
5100 Grand River Avenue
Detroit 8, Michigan

VAN NORMAN No. 76 cam piston grinders. Immediate delivery. Color O. D. Manufacturers list less 50%. Mackie Sales Co., Carlinville, Ill. Phone 217.

NEW LOW PRICES
Steel Automotive Parts Bins
Immediate Delivery
Standard bins 7'x3'x1' priced from $27.35 up. Color is drab. Send for circular.
COLOR SUPPLY CO.
6116 MILITARY AVE.
OMAHA 4 NEBRASKA

SHOP EQUIPMENT FOR SALE

WASH RACK OWNERS—Waterproof armpit height rubber waders. Grease, oil, acid proof. Wear over shoes and regular clothes. One size fits any adult. Money back guarantee. $10.75 each with order. We pay postage. Custom Built Boats, Box 388 B., Kent, Ohio.

PARTS BINS—20 steel, set up, drawers, partitions and shelves. Good condition. $40 each. Hofbauer Motors, Inc., Oyster Bay, N. Y.

AUTO EQUIPMENT FOR SALE

Improved Automatic
TOW PILOT—$17.50 Dealers
Bumper to Bumper Tow Bar
TOW PILOT ADAPTOW COUPLERS
For Set—$7.50 Dealers
RED ARROW BARS—$35.63
SAFETY CHAINS, per set of 4 (total 16 feet) $3.50 set.
TOW BAR SALES CO.
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TOW BARS—TRAILER HITCHES
100 S. Clinton St. Chicago 6, Ill.
ANDover 8882—DORchester 8373
Order Today Immediate Delivery

ACCESSORIES FOR SALE

ORDER THE MINTCO SEAT COVER. The cover with the guaranteed fit. Pre-war quality materials in solid and plaid colors. Custom tailored for the following cars: Studebaker, Dodge, Chrysler, DeSoto, Plymouth, Packard and Chevrolet. Immediate delivery. Send today for prices. Mintco Distributors, 1804 Coney Island Avenue, Brooklyn 30, New York.

SEAT COVERS—1941 thru 1946. Chevrolet sedans and coaches. Plastic coated, attractive plaids—$13.95 set. Immediate delivery. 10% deposit with order. Bay Sales, 374 Bay Street, Rochester 4, New York.

SEAT COVERS!!!! Forest green gabardine!!! 1936 through 1940 coaches, complete set, $5.95 in dozen lots. Bay Sales, 374 Bay Street, Rochester 5, New York.

WILL TRADE

ATTENTION, STUDEBAKER DEALERS! We have 5.50x15 4-ply tires (mostly Firestone). Would like to trade for batteries, chains, radios, climatizers, or what have you. Wire, write or phone Baum-Liberty Motors, Inc., Baum Blvd. at Liberty Avenue, Pittsburgh 24, Pennsylvania. Museum 0802.

NEW STINSON VOYAGER 4-place airplane. Delivered cost $5,602, for new Cadillac 62 sedan and $1,900 cash or other new car and reasonable cash offer. W. M. Tucker, 226 W. Main, Spartanburg, South Carolina.

HAVE BRAND NEW Piper Cub Special J3-65 Continental. Will trade for any new popular make automobile. Call or wire collect. Phone 121, Palatka, Fla. Ask for Bob Lee.

TIRES FOR SALE

BRAND NEW truck tires 10.00x22 regular tread. Special price of $58 in lots of 10 or more. Art Zweifel, Harrisburg, Pa.

MISCELLANEOUS

ENGINE REBUILDING—Crankshaft grinding and metallizing. John P. Hughes Motor Co., Inc., 800 Commerce St., Lynchburg, Virginia.

CHAINS

16-Ft. lengths complete with 2 hooks and cold-shuts:
High tensile: American Chain, Taylor and McKay.
7/16 1/2 5/8

Write, Wire or Phone for Prices on Sizes and Quantities Desired

GRAND RIVER CHEVROLET CO.
5100 Grand River Avenue Detroit 8, Mich.
TYler 4-5300

MONEY ON DOWN

From the top of your Financial, Operations and Expense Statement to the bottom, it's money on down.

There are some 1,200 money items shown on the most popular forms of motor accounting statements for dealers.

To properly analyze these 1,200 money items, it is necessary to have Guide Figures or standards of operations and expenses to make comparisons. We have these Guide Figures and are equipped to make a complete UNBIASED analysis of your Financial, Operations and Expense Statement.

Send your latest statement in to us for this UNBIASED analysis. It will be kept in the strictest of confidence and returned to you with our analysis.

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Complete UNBIASED analysis of a dealer's business.....$25.00
Expert Unbiased Analytical Service for Automobile Dealers

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PARTS AT WHOLESALE

$50,000 Stock - 25% Discount

HOODS	CORE SUPPORTS
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HUB CAPS	SHOCK ABSORBERS
FENDERS	DISTRIBUTORS
GAS TANKS	CARBURETORS
TRUNK LIDS	STEERING WHEELS
FUEL PUMPS	CLUTCH PARTS

And many other items
ORDERS FILLED SAME DAY RECEIVED

SELMI MOTORS, INC.
OLDSMOBILE PARTS HEADQUARTERS
3431 N. 15th St. Philadelphia, Pa.
Telephone Sagamore 2-5563

"We have what it takes... to *GO* with *HUDSON!*"

Says DICK VAN ATTER, of Mantel Motor Sales, Van Dyke, Mich.

RICHARD T. VAN ATTER, Vice-President and General Manager of Mantel Motor Sales, 23650 Van Dyke Ave., Van Dyke, Mich.

"IN THE year since Mantel Motor Sales was organized as a suburban Detroit Hudson dealership, we really have been *going places with Hudson.*

"We wanted this franchise in the beginning because Hudson has a fine product bearing an old, respected name—because Hudson was rounding out a strong, *quality* dealer organization worthy of these cars—and because Hudson offered us a complete, hard-hitting program for merchandising new cars, used cars, parts and service.

"Our new building is the best evidence that we see in Hudson sales and service an opportunity for a large, permanent and steadily growing business in this area. And we cannot say too much for the cooperation of the Hudson factory and field organization all along the line."

• • •

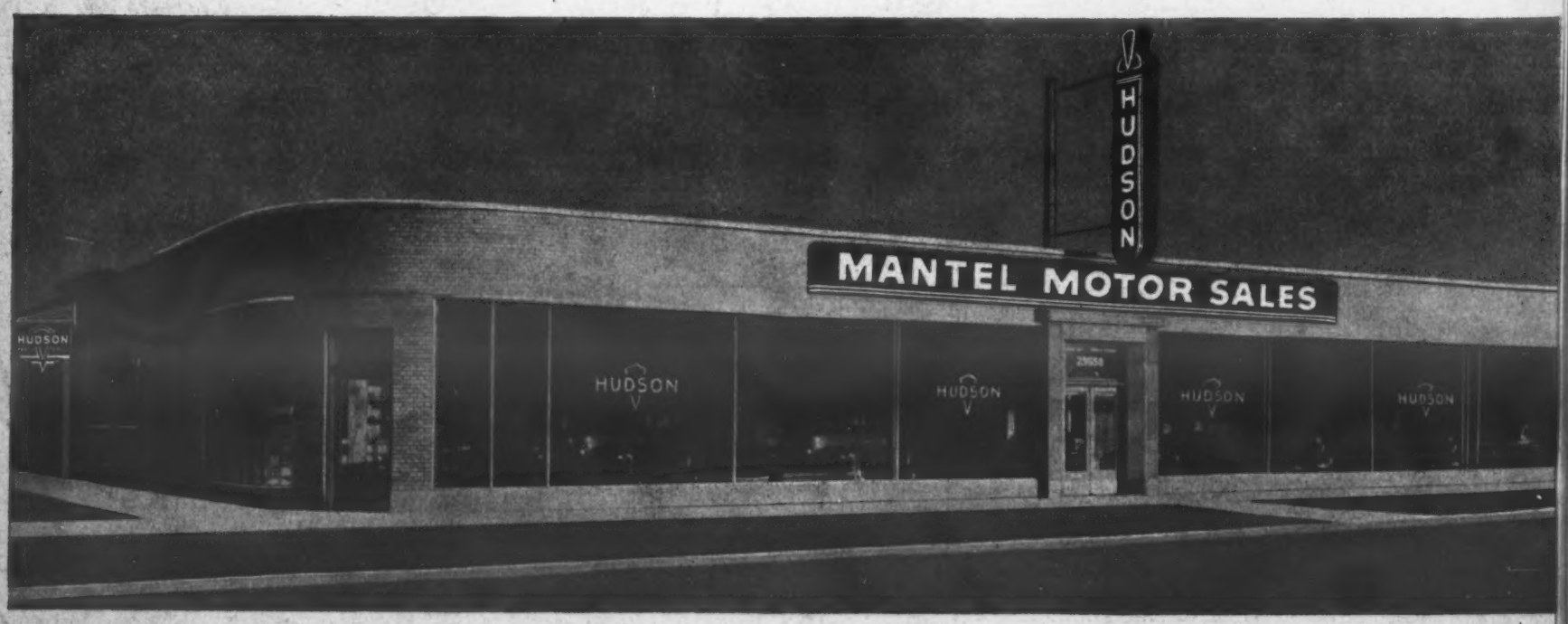
Congratulations, Mr. Van Atter, on the opening of your splendid new home for Hudson sales and service! In size, design and equipment, it is in keeping with Hudson's long-range program of expansion based on *quality* cars, sold and serviced by *quality* distributors and dealers.

Your co-operation in all phases of this program is typical of far-sighted Hudson dealers everywhere, who are organized, equipped and staffed for volume sales and service second to none, in the competitive battle just ahead.

Continued success to you—and to the more than 3,000 other Hudson *quality* dealers throughout the U. S.

HUDSON

HUDSON MOTOR CAR COMPANY, DETROIT 14, MICHIGAN

Genuine Hudson parts and accessories are quickly available both to customers in the showroom and to the Service Department in the rear.

(Below) Modern new home of Mantel Motor Sales, containing 10,000 sq. ft. of floor space, with all new and modern equipment for complete automobile service. *(Above)* The spacious showroom, where courtesy and prompt service attract steadily growing business from a large neighborhood area.